

PERIODICAL

AMERICAN NURSERYMAN

AMERICAN NURSERY TRADE BULLETIN

Chief Exponent of the American Nursery Trade

Vol. XLVIII

AUGUST 15, 1928

Per Copy 20c

PAINESVILLE NURSERIES

TREES

Plants

Seeds

-----FRUIT TREES

Small Fruits

DECIDUOUS TREES

EVERGREEN TREES

SHRUBS

Hardy Vines

ROSES

Best Field Grown

HARDY PERENNIALS

POT GROWN ANNUALS

BEDDING PLANTS

DECORATIVE PLANTS

BULBS

FULL LINE OF SEEDS

SINCE 1854

THE STORRS & HARRISON CO.

"Painesville Nurseries"

PAINESVILLE, Lake County, OHIO



39 STATE ST.

ROCHESTER, N. Y.

American Fruits Publishing Co.



New York State Grown FRUIT TREES

*Specializing in Car Lots
of*

APPLE - PEAR - PEACH

Special prices on
BARTLETT PEAR, BALDWIN APPLE,
ELBERTA PEACH

Also a Full Line of
**ORNAMENTAL TREES
SHRUBS AND ROSES**
American Arbor Vitae
Lombardy Poplars

W. & T. SMITH CO.

GENEVA, N. Y.

Organized in 1846

1,000 Acres in 1928

GRAFTING EVERGREENS

We have been growing a special grade of Norway Spruce for grafting stocks.

These trees have been transplanted, are straight-stemmed, sturdy trees, ranging from 3-16 to 1-4 inch in caliber.

They have an abundance of roots, are healthy, and will make excellent foundation for all varieties of Colorado Blue Spruce.

The Sherman Nursery Co.

CHARLES CITY, IOWA

Best Tree Digger on Earth



Write for Descriptive Circular and Prices

Stark Brothers

NURSERIES AND ORCHARDS COMPANY

Louisiana,

Missouri

Stock for Fall 1928

Trees, Shrubs, Roses and Perennials

Small or carload orders
will receive our careful attention

U. S. Route 45 runs through our nursery; and connects with hard roads from Buffalo, Cleveland, Washington, D. C., Indianapolis, Chicago and St. Louis. Stop in and see us. Always pleased to show you around.

Onarga Nursery Co.

CULTRA BROS., Mgrs.

ONARGA, ILLINOIS

Vincennes Nurseries

W. C. REED & SON

VINCENNES, IND.

Announcements

For Fall 1928 and Spring '29

CHERRY—One year, in car lots or less
Both Sweets and Sours

CHERRY—2 year—all grades
Limited amount of both Sweets and Sours

PEAR and PLUM—XX & 11/16 leading varieties

TURLEY APPLE Trees—One year Buds, 4 to 6 ft.

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American Nurseryman Directory of American Plant Propagators

Listing Nursery Concerns Which Specialize in Production of Young Stock
Including That Which Has Heretofore Been Imported

The American Plant Propagators' Association, Organized in 1919, Will Hold Its Eleventh Annual Meeting
in Boston, Mass., July 16, 1929. H. L. Haupt, Hatboro, Pa.

TWO-INCH BLOCKS ONLY ARE SOLD IN THIS DIRECTORY. EACH BLOCK \$5.00 PER MONTH UNDER YEARLY
CONTRACT, INCLUDING PUBLICATION TWICE A MONTH, ON THE 1ST AND 15TH

Hill's Evergreens

COMPLETE assortment of lining out
sizes. Also larger grades for Landscaping. Send
for our wholesale catalog. Also descriptive book-
let in colors.

D. HILL NURSERY CO.
Evergreen Specialists
Largest Growers in America
Box 402 Dundee, Illinois

NAPERVILLE NURSERIES

Headquarters for
LINING OUT STOCK

Large Assortment
WELL GROWN—NONE BETTER

See Our Lists Before Buying

NAPERVILLE DuPage County ILLINOIS

NEW PRICE LIST

of
HEMLOCK
ARBOR VITAE
NORWAY SPRUCE
SCOTCH PINE
BALSAM
CANOE BIRCH
SUGAR MAPLE
and other Evergreens, Shade Trees,
Shrubs, Ferns, and Perennials.

GEORGE D. AIKEN
PUTNEY, VERMONT

WE HAVE THEM
You May Want Some

Norway, Sycamore and Silver
Maples; Pin, Red, Mossy Cup,
Catesbaei and Willow Oaks.

Butterfly Bush, Dogwoods, Deut-
zias, Forsythia, Spireas, etc.

Our Trade List is ready.
Get next to one.

Atlantic Nursery Co.
BERLIN, MARYLAND

Scotch Grove Nursery

Growers of

EVERGREENS

For

Lining Out

GOOD ASSORTMENT
STANDARD SORTS

Price List on Request—Established 1871
SCOTCH GROVE, IOWA

Franklin Forestry Co.

Nurseries at

COLRAIN and SUDBURY, MASS.

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CONTRACT FOREST PLANTING

Send for our catalogue

89 State Street
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EVERGREENS

MILLIONS OF THEM

Seedlings—Transplants—Cuttings
Grown under glass

Also Apple Trees, Shade Trees,
Hedgeplants, Shrubs, Vines, Peony.

Send for our latest Bulletin

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The largest growers of Evergreens
in the world
Charles City, Iowa

Broad Leaf Evergreens

RARE AND CHOICE CONIFERAE

AZALEAS (Evergreen and Deciduous.)

FLOWERING SHRUBS,
VINES and CLIMBERS

We produce the greatest variety of
Herbaceous Plants and Field Grown
ROSES in America. Ask for our
wholesale price lists.

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Rutherford, New Jersey

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Unusually bushy, recently transplanted heavy
rooted stock. Northern grown—splendid values.

Quality	Height	Each	10	100
3 times trans. B&B, 3 to 4 ft.		\$3.50	\$30.00	\$250.00
3 times trans. B&B, 2 to 3 ft.		2.50	20.00	175.00
3 times trans. B&B, 18 to 24 in.		2.00	15.00	125.00
Quality	Height	Each	10	1000
twice trans. 2 to 3 ft.		\$12.00	\$110.00	\$1,000.00
twice trans. 18 to 24 in.		8.00	80.00	750.00
twice trans. 12 to 18 in.		7.50	70.00	650.00

Prices f. o. b. Framingham, Mass.

Packing charged at cost.

ADDRESS BOX N-2



Lining Out Stock

Good assortment of
DORMANT STOCK
still on hand

See our latest bulletin.

Write for copy.

Onarga Nursery Co.

CULTRA BROS., Mgrs.
Onarga, Illinois

American Fruit Tree Seedlings that
never miss. Only seedlings with sus-
tained quality. Many large Nurserymen
that have tried them, are adopting them.
We offer for next winter's delivery:

Branched Root Apple Seedlings.
Mazzard, Mahaleb, P. Calleryann.
Pr. Myrobalan, Catalpa Speciosa,
Ulmus Parvifolia, R. Multiflora Jap.

Large Stock Flowering Trees and Shrubs

VISTICA NURSERIES, Inc.

118 North Ophir St. Stockton, Calif.

5 Million Evergreens
Seedlings and Transplants

Am. Arbor Vitae	Picea Alba
Abies Balsamiae	Picea Albertina
Abies Concolor	Picea Excela
Abies Nordmannia	Picea Fungus Glaucia
Juniperus Chinensis	Pinus Mugus
Juniperus Scopularum	Pinus Nigra
Juniperus Virginica	Pinus Ponderosa
Pseudotsuga Douglasii	Pinus Resinosa
Tsuga Canadensis	Pinus Sylvestris

Will appreciate an opportunity to quote on
your want list.
Sample mailed for 10c each variety. Catalog
mailed.

Ludwig Mosbek
Ferndale Nursery, Askov, Minn.

★
ROSES

Shrubs Cannas
Lining-out Evergreens

Send for Trade-List

The CONARD-PYLE CO.

ROBERT PYLE, Pres. West Grove, Pa.

"More than 25 years' experience"

Evergreen Transplants

	100	1000
Balsam Fir, 4-5 in. x	\$6.00 \$50.00
Amer. Arbor Vitae, 4-5 in. x	5.00 40.00
Amer. Arbor Vitae, 8-12 in. x	7.00 60.00
Amer. Arbor Vitae, 12-18 in. x	15.00 140.00
Canada Hemlock, 4-5 in. x	8.00 70.00
Canada Hemlock, 8-12 in. x	15.00 125.00

These evergreens were transplanted
spring of 1927 and have nice bushy tops
and good roots.

L. E. WILLIAMS NURSERY CO.
Box 58, Exeter, N. H.

DIRECTORY OF NURSERY TRADE ASSOCIATIONS OF AMERICA

American Association of Nurserymen—Charles Sizemore, secy., Louisiana, Mo.; July 16, 1929, Boston, Mass.

Alabama Nurserymen's Association—Dr. F. T. Nye, Secy., Irvington.

Arkansas Nurserymen's Ass'n.—J. E. Britt, Secy., Bentonville.

California Assn. of Nurserymen—Henry W. Kruckeberg, 340 S. San Pedro St., Los Angeles, Cal., Sept. 27-29, 1928. Beverly Hills.

Connecticut Nurserymen's Association—A. E. St. John, Sec'y., Manchester, Jan. 1929, Hotel Bond, Hartford.

Eastern Canada Nurserymen's Association—Chas. K. Baillie, Secy., Box 158, Welland, Ontario.

Eastern Nurserymen's Association—Fred Worsinger, Sec'y., Tacony, Pa., Aug. 22, 1928, Stroudsburg, Pa.

Fruit and Flower Club of Western New York—J. C. Hoste, Newark, N. Y.

Illinois Nurserymen's Association—N. E. Averill, secy., Dundee, Ill., Jan. 16-18, 1929, Hotel Sherman, Chicago.

Iowa Nurserymen's Association—Harold J. Parnham, secy., Capitol City Nurs., Des Moines, Nov. 1928, Cedar Rapids.

Kansas Nurserymen's Association—James N. Farley, Sec'y., Topeka.

Kentucky Nurserymen's Association—Alvin Kidwell, Secy., St. Matthews, Aug. 20, 1928, Cincinnati, Ohio.

Massachusetts Nurserymen's Association—Winthrop H. Thurlow, secy., West Newbury.

Michigan Association of Nurserymen—C. A. Krill, secy., Kalamazoo.

Minnesota Nurserymen's Association—W. T. Cowperthwaite, Secy., 20 W. Fifth St., St. Paul.

Mississippi Nurserymen's Association—M. B. Allen, Lilydale, sec'y.

Missouri Nurserymen's Association—George H. Johnston, secy., Kansas City Nurs., Kansas City, Mo.

Nebraska Nurserymen's Association—Ernst Herminghaus, Secy., Lincoln, Sept. 11, 1928, Beatrice.

New England Nurserymen's Association—W. N. Craig, Sec'y., Weymouth, Mass.

New Jersey Association of Nurserymen—John Marseille, secy., Wyckoff, N. J.

New York Nurserymen's Association—Charles J. Maloy, secy., Rochester, N. Y., Aug. 30, 1928, Cobourg, Canada.

Northern Retail Nurserymen's Association—C. H. Andrews, secy., Faribault, Minn.

Ohio Nurserymen's Association—Royce Pickett, secy., Clyde, Aug. 20-21, 1928, Cincinnati, Ohio.

Oklahoma Nurserymen's Association—W. E. Rey, sec'y., Oklahoma City, Aug. 23-24, Jans Marie Hotel, Ponca City.

Pacific Coast Association of Nurserymen—C. A. Tonneson, Sec'y., Burton, Wash., July 1929, Walla Walla, Wash.

Pennsylvania Association of Nurserymen—Floyd S. Platt, secy., Morrisville, Pa.

Rocky Mountain Nurserymen's Assn.—Chas. C. Wilmore, Secy., Box 382, Denver.

Rhode Island Nurserymen's Association—Daniel A. Clarke, Secy., Fiskeville.

Rio Grande Valley Nurserymen's Assn.—H. L. Bonnycastle, secy., Mercedes, Tex.

South Dakota State Nurserymen's Association—J. B. Taylor, sec'y., Ipswich.

Southeastern Nurserymen's Ass'n.—Otto Buseck, Sec'y., Asheville, N. C.

Southern Alabama Nurserymen's Ass'n.—W. H. Pollock, secy., Irvington.

Southern California Nurserymen's Ass'n.—A. W. Jannoch, Pasadena, Cal.

Southern Nurserymen's Association—W. C. Daniels, Sec'y., Pomona, N. C., Sept. 12-13, 1928, Memphis, Tenn.

South Texas Nurserymen's Ass'n.—W. R. McDaniel, Sec'y., Alvin, Tex.

Southwestern Nurserymen's Association—Thomas B. Foster, Sec'y., Denton, Tex.

Tennessee Nurserymen's Association—Prof. G. M. Bentley, secy., Knoxville, Tenn.

Twin City Nurserymen's Association—H. G. Loftus, Sec'y., St. Paul, Minn.

Western Association of Nurserymen—George W. Holsinger, secy., Rosedale, Kan.

Western Canada Nurserymen's Association—T. A. Torgeson, Sec'y., Estevan, Sask.

Wisconsin Nurserymen's Association—W. G. McKay, Sec'y., Madison.

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Well—

They are the best in years.

Very symmetrical, dense, and deep colored Evergreens.

Extremely heavy well balanced Shrubs.

Well branched, low budded Roses.

Extra strong Vines.

You know our "Root-Pruned" Shade.

Well—

What's the Reason for this Superior Stock?

Nature connived with us and gave us just the right amount of Rain.

She has given us just the best of Sunshine and a conducive Temperature.

She has driven away the usual horde of Bugs and Pests.

She has given us a most Fertile Garden Spot and we have not let it deteriorate.

Visitors to our Nursery have all noted our "Prospects"—That the stock is even better than our usual (more than satisfactory) material.

We can only give as reason that Nature has been most favorable toward us this year. Of course, we have planted, cultivated, trimmed and otherwise diligently cared for the stock.

Give us your "Wants" and we will prove our statements by "Delivering the Goods." Or better yet—come and see for yourself; you will be heartily welcome.

By the way—We have just dug a beautiful lot of Narcissus Bulbs. Let us quote you.

New Catalogue Ready August 25th.

Be Sure and Get Your Copy.

THE COLE NURSERY CO.

600 Acres.

"Everything That's Good and Hardy."

PAINESVILLE, OHIO

LABELS FOR NURSERYMEN

THE BENJAMIN CHASE CO.,

DERRY, N. H.

CLOSING TIME:

FOR TRADE
ADVERTISEMENTS

AMERICAN NURSERYMAN—Semi-Monthly

1st of Month Issue

First Forms: - 23rd each month

Last Forms: - 25th each month

15th of Month Issue

First Forms: - 8th each month

Last Forms: - 10th each month

If proofs are wanted, copy should be in hand previous to above dates

American Fruits Pub'g Co., P. O. Box 124, Rochester, N. Y.

To the Trade Only

We offer our customary extensive line of Fruit, Nut and Shade Trees, Flowering Shrubs, Choice Conifers, Broad leaved Evergreens, and Superior Portland Grown Roses.

SPECIALTIES

Fruit Tree Seedlings
Ulmus Pumila Seedlings
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Norway Maple Seedlings
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Azaleas

We have grafted a few thousand Franquette Walnuts on Eastern Black purposely for our Eastern Trade.

It's the Soil, Climate and the Know How that produces our Superior Quality Ornamentals.

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Nursery Company

East Washington at Sixth Street
PORTLAND OREGON

Largest and Best Supply of

GRAPE VINES

CURRANTS

GOOSEBERRIES

in all old and new varieties and grown in the famous Chautauqua-Erie Grape Belt.

Sixty years' experience in growing and furnishing strong, fibrous roots of well-known HUBBARD COMPANY grade.

Prompt shipment.

Attractive prices made on quantity lots.

T. S. Hubbard Co.

FREDONIA, N. Y.

Say you saw it in "American Nurseryman"

AMERICAN NURSERYMAN --- August 15, 1928

EDITORIAL DEPARTMENT—Communications on any subject connected with Commercial Horticulture, Nurseries or Arboriculture are cordially invited by the Editor; also articles on these subjects and papers prepared for conventions of Nursery or Horticultural associations. We also shall be pleased to reproduce photographs relating to these topics, Orchard Scenes, Cold Storage Houses, Office Buildings, Fields of Stock, Specimen Trees and Plants, Portraits of Individuals, etc. All photographs will be returned promptly.

Advertising—Advertising forms close on the 25th of each month. If proofs are wanted, copy should be on hand one week earlier. Advertising rate is \$2.50 per column-width inch.

"AMERICAN NURSERYMAN" is distinctive in that it reaches an exceptional list and covers the field of the business man engaged in Commercial Horticulture—the earliest operator. Here is concentrated class circulation of high character—the Trade Journal of Commercial Horticulture, quality rather than quantity.

"AMERICAN NURSERYMAN" will not accept advertisements that do not represent reliable concerns.

SUBSCRIPTIONS—"AMERICAN NURSERYMAN," published semi-monthly, on 1st and 15th, will be sent to any address in the United States for \$2.50 a year; to Canada or abroad for \$3.00 a year. Single copies of current volume, 20c; of previous volumes, 25c.

RALPH T. OLCOTT
Editor, Manager

AMERICAN FRUITS PUBLISHING COMPANY INC.

30 State Street,
Rochester, N. Y.

WHAT THIS MAGAZINE STANDS FOR—Clean chronicling of commercial news of the Planting Field and Nursery. An honest, fearless policy in harmony with the growing ethics of modern business methods.

Co-operation rather than competition and the encouragement of all that makes for the welfare of the trade and of each of its units.

Wholesome, clean-cut, ring true independence.

INDEPENDENT AND FEARLESS—"AMERICAN NURSERYMAN" makes no distinction in favor of any. It is untrammelled in its absolutely independent position and is the only Nursery Trade publication which is not owned by nurserymen.

This Magazine has no connection whatever with a particular enterprise. Absolutely unbiased and independent in all its dealings.

Though it happens that its place of publication is in the eastern section of the country, it is thoroughly National in its character and international in its circulation.

Its news and advertising columns bristle with announcements from every news corner of the Continent.

It represents the results of American industry in one of the greatest callings—Commercial Horticulture in all its phases of Nursery Stock, Orchard and Landscape Planting and Distribution.

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French Fruit Stocks

Lower prices this year on Seedlings—pears, apples, mahalebs, mazzards, myrobolans, quinces, manetti, multiflora. For 27 years sole agents for VINCENT LEBRETON'S NURSERIES, Angers, France. Shipments December to February.

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For balling Evergreens. Better and cheaper. Cut in handy sizes. Packed 500 squares per bale. Champion kick, fuss, and cuss preventors.

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Smooth, straight, strong, natural bamboo. Butt cuts—uniform diameter. For staking small trees and evergreens. 4 ft. to 10 ft. sizes.

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Headquarters for Red Star and two other brands. Also dyed in many colors.

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Japanese varieties—Auratum, Album, Rubrum, Magnificum, Auratum Platyphyllum. French northern grown Candidum. Regale. Standard cases.

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The McH Brand is your guarantee of quality and quantity. Imported, finely pulverized. Carload or less, at once or later.

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High grade, extra size Tulips,—Darwins, Single and Double Earlies, Cottage, Breeders, etc. Hyacinths and Crocus.

JAP. BLOOD-RED MAPLES

Selected pot-grown seedlings for lining out.

BOXWOOD BUSHES

Much heavier than the usual run. Sempervirens and Suffruticosa ready for immediate resale. Several sizes, balled and burlapped with our own burlap squares.

EVERGREENS

Heavy thrifty New England grown, small and medium sizes. Balled and burlapped. Scarce Thuja, Retinosporas, Juniperus, etc. Also grafted lining out stock shipped in Spring.

Non-perishable materials carried in stock at our own warehouse for immediate shipment. We offer you best QUALITY and SERVICE at reasonable prices. When in need of real service—WIRE. When requesting quotations please state requirements.

McHUTCHISON & CO.

95 Chambers St.,

New York, N. Y.

... The ...

Bridgeport Nursery

Established 1875

Carload lots for Fall 1928

CHERRY PEACH APPLE
CATALPA BUNGEI

one and two year heads

SHADE TREES

and a general line of

SHRUBS EVERGREENS
PERENNIALS ROSES ETC.

C. M. HOBBS & SONS

BRIDGEPORT, INDIANA

Largest Nursery in Indiana

QUALITY

plus

SERVICE COUNTS

A CLEAN UP ON

**Ornamental Shrubs, H. T., H. P.,
and Climbing Roses**

**NOTHING LEFT IN THESE ITEMS THIS
PAST SPRING. INDICATIONS ARE FOR
A STRONGER DEMAND IN ALL LINES
OF STOCK THE COMING SEASONS.**

**LET US HAVE YOUR ORDERS EARLY
AND BE PROTECTED.**

C. R. Burr & Company, Inc.

MANCHESTER, CONNECTICUT

We do not Sell at Wholesale to Retail Buyers

AMERICAN NURSERYMAN

[Reg. U. S. Pat. Off.]

The Chief Exponent of the American Nursery Trade National Journal of Commercial Horticulture

Entered September 6, 1916, at Rochester, N. Y. Post Office as second-class mail matter

WITHOUT OR WITH OFFENSE TO FRIENDS OR FOES, I SKETCH YOUR WORLD EXACTLY AS IT GOES.—BYRON

Vol. XLVIII

ROCHESTER, N. Y., AUGUST 15, 1928

No. 4

DEFINITE PLANS ON NATIONAL PUBLICITY CAMPAIGN

Completed at Meeting in Davenport, Ia., of National Officers and Committeemen—
Subscriptions to the Fund to Begin at Once, So That Work May Be Under Way
By Next Spring—Final Contract Signed

THE Nurserymen's four year national cooperative advertising campaign will soon to be a reality.

Definite plans for the campaign were completed August 4th in Davenport, Ia., when members of the American Association of Nurserymen's executive committee and directors of the market development committee met to form the organization for the undertaking. A final contract engaging the L. W. Ramsey Company of Davenport to direct the campaign was signed, according to the instructions made at the Nurserymen's Denver convention.

Collection of contributions for the campaign will start immediately. The united support of every Nurseryman in the country will be solicited, that all may benefit in dollars and cents from the campaign. Each Nurseryman will be asked to contribute one-half of one per cent of his annual business as his annual share in the million dollar fund that is being raised for use in the next four years. The collection percentage is in line with the resolution unanimously adopted at Denver.

With every arrangement perfected, members of the Association at the meeting were enthusiastic in their confidence that the campaign planned will bring worthwhile results in dollars and cents to every Nurseryman in the country.

"With every Nurseryman united to put the campaign over, each man will be keeping pace with his sales opportunities and will increase his volume of business in the next four years," it was predicted.

Since the Nursery industry has two seasons, spring and fall, every Nurseryman will be urged to make his subscription to the campaign as soon as he is solicited, so the work may be underway by next spring.

Full details of the program for advertising will be announced at a later date, when it is nearer the time for it to start. The program will not be set on guess work, but it is being planned after careful study of a nation-wide investigation into the Nursery business.

Present at the meeting and assisting in the completion of the plans for the campaign were the following men:

Members of the executive committee: William Flemer, Jr., Princeton, N. J., national president; A. M. Augustine, Normal, Ill., vice-president; M. R. Cashman, Owatonna, Minn.; W. G. McKay, Madison, Wis.; Walter Hillenmeyer, Lexington, Ky.; Paul Fortmiller, Newark, N. Y. and John Fraser, Huntsville, Ala.

Directors of the market development and

publicity committee: E. C. Hilborn, Valley City, N. Dak.; Paul Stark, Louisiana, Mo.; O. W. Fraser, Birmingham, Ala.; H. S. Welch, Shenandoah, Ia., and N. E. Averill, Dundee, Ill.

Also present were: Charles Sizemore, Louisiana, Mo., secretary of the Association, and M. Q. McDonald, Washington, D. C., legal counsel to the Association.

How the Headquarters in Davenport Will Cooperate

How the office that the American Association of Nurserymen will open this month in Davenport, Ia., will cooperate to keep its members informed about the national advertising campaign, was outlined at the meeting of Association officials in that city.

It is planned to operate the office that the members may receive the maximum results from the campaign. Its expense will be borne by the Association as its contribution to the success of the undertaking.

Prof. C. E. Cary of the University of Minnesota has been selected to direct the work of the office. Prof. Cary has been head of the Minnesota landscape department the last five years and has had considerable experience with the Nurserymen's problems. For some time he was in charge of the sales for the Rose Hill Nurseries in Minneapolis. His record shows he is well qualified to serve the subscribers to the campaign. The official title of his new position will be director of the educational division of the American Association of Nurserymen.

The office of the new director will be opened in suite 401, the Union Savings Bank Building, Davenport, Ia., in the same building with the L. W. Ramsey Company, that the two agencies may cooperate to furnish the Nurserymen the greatest service.

DUTIES OF THE DIRECTOR

Duties of the director and the work that his office will accomplish were outlined at the meeting of the Association executive committee and the directors of the marketing development and publicity committee this month in Davenport. The services of the director were outlined as:

1. To help Nurserymen with their sales problems, and make it possible for Nurserymen to cash in on the nation-wide campaign. To take orders for sales helps and aid Nurserymen generally.

2. To keep the minutes in shape for the meetings of the board of directors of the market development and publicity committee. To send out records of meetings to members of the committee.

3. To act as liaison officer between the members of the Association and the adver-

tising headquarters in the offices of the L. W. Ramsey Company.

4. To collect data concerning the different sections of the country, such as planting season, flora, etc. This information will prove invaluable in planning advertising, as well as servicing members and the public.

5. To assist in the publicity work which will cooperate with the four-year nationwide campaign.

The financing of this office by the Association will mean that as near 100% as possible of all funds collected will be spent in advertising and publicity.

Advertising Committee Selected

Walter Hillenmeyer of Lexington, Ky., Paul Stark of Louisiana, Mo., and E. C. Hilborn of Valley City, N. Dak., were appointed members of the advertising committee of the Association development and publicity committee at the meeting of Association officials in Davenport, Ia., where plans were completed for the National Advertising Campaign. Mr. Hillenmeyer, past president of the Association, will act as chairman of the group.

This committee has been appointed to supervise the details of the advertising plans and copy to be prepared for the campaign.

Ohio-Kentucky Joint Meeting

Joint summer convention of the Ohio and Kentucky Nurserymen's Associations will be held at the Gibson Hotel, Cincinnati, O., Aug. 20-21. James H. West, Perry, O., is president; Boyce Pickett, Clyde, O., secretary of the Ohio association. Louis Hillenmeyer, Lexington, Ky., is president; Alvin Kidwell, St. Mathews, Ky., secretary of the Kentucky association. Contracting architects of Cincinnati constitute the local committee on arrangements. Tours of nearby points of interest are planned, including the Zoo Garden, parks, estates, barracks and the Natorp Company Nursery, Cassinelle Nursery, Dubois Nursery, Dixie View Nursery. A boat ride to Coney Island, luncheons and a dinner entertainment are features.

Field day meeting of the Nebraska Nurserymen's Association will be on Sept. 11 in Beatrice, at Sonderegger Nurseries.

TRADE POINTERS FROM PRACTICE IN NEW ZEALAND

George A. Green, Nursery Association Secretary Tells Australian Nurserymen How Marked Progress Has Been Made

IN the course of his address at a complimentary social tendered a few weeks ago to George A. Green, secretary of the New Zealand Nurserymen's Association and the New Zealand Horticultural Trades Association, by the Nurserymen and Seedsmen's Association of Victoria, Australia, Mr. Green said:

Towards the end of the last century commercial horticulture was at a low ebb. Auctioneering was so rife that towns of 2,000 inhabitants had their auction sales of plants. This was ruinous to the trade. Early this century the Government started five Nurseries, propagating thousands of fruit trees and shrubs. In 1903 they issued a catalogue. The prices for fruit trees and shrubs were at the rate of 6d. each, 50/- per hundred, and £25 per thousand. Messrs. Gibbons, F. Cooper, Waugh, Horton, and his own firm called for subscriptions to fight Government competition, and Parliament was "bombarded" with letters and deputations. The catalogues were destroyed, and finally the Government was compelled to stop propagating, and the Nurseries were closed down. From this effort sprang the New Zealand Association of Nurserymen. A Dominion Conference was called, the first being held in 1907. The Conference was a success, but the expansion of the Association was slow, as it lacked funds.

When registration of Nurseries was proposed, the young Association took the initiative and submitted proposals to the Government. Registration has proved a good thing. It helped to kill the auction trade. The Association then issued the Trade Register, thus combining the advertisements of the trade and saving the issuing of separate price lists. These Trade Registers were now issued four times a year; trade had been stimulated and businesses were now specializing in the lines best suited to their district, it being cheaper to buy from specialized Nurseries of mass production rather than from individual Nurseries producing too many general lines. It had also been found better to sell at 50 per cent off retail prices rather than for wholesale to attempt the retail business.

The New Zealand Nurserymen's Association developed in the formation of local district councils, each having their own Chairman and Secretary, for dealing with purely local matters. Items of general policy were dealt with by the Association as a whole. The ideal was effective service, for service was the keynote of success. The Association was successful in securing better railway freight conditions.

INSTITUTE OF HORTICULTURE

The Institute of Horticulture was fathered by the Trade Association, and after being successfully launched, was handed over to the general public, it having the support of the Government, the horticulturists, fruit growers, Research Council, and the trade. If you get a first-class Institute of Horticulture on the right lines it is going to assist the Nurserymen in every way. The Institute provides a basis for training, there being a six years' course in the theory and practice of horticulture. After two years' training a junior certificate is obtainable, after four years a senior certificate. The Institute's Diploma goes only to those who take the six years' course, which includes two years in a commercial Nursery, public garden, or other place approved by the examining board. The special feature is that each candidate is required to keep a daily diary of his horticultural experience, and the diary is submitted to the examination board each year.

NURSERY BUSINESS A PROFESSION

The Nursery business should be lifted to that of a profession, and the people should pay well for the right service. The Nursery business should be sufficiently pay-

able to attract the right class of young man. Henry Ford's motto was worthy of note: "From your own employees should come your best customers." If wages were too low, the employees would be working at night, and finally strike out for themselves, and often cut prices. By this standardization of products, specialization, organization in the industry, including distribution through centralized channels, in which overhead costs could be saved, the industry would be lifted to that of a profession.

Upon being asked for information regarding the registration of Nurseries and the benefits thereof, Mr. Green stated that in the first place the trade knew exactly who claimed to be Nurserymen. The association had a membership of 300 out of the 500 registered. Some of the registered Nurserymen were not recognized by the trade; but no matter how small the propagating work conducted, they must register. There was this weakness, however, the association was endeavoring to remedy, namely that the growers of seedlings were not obliged to be registered. The only basis on which the Government would consent to the proposals for registration was that of public benefit and the checking of plant disease. The Association submitted that plant diseases could be transmitted very easily through the seedling trade, and they hoped to convince the Government of the necessity for registration. "Our theory," said Mr. Green, "is registration tends to raise the standard of the profession and the standard of goods supplied. Auction sales cannot be stopped by law, but we are seeking to compel the auctioneer to announce whose goods are being offered. However, as many seedling growers raise a few Nursery lines as well, they came largely under the registration regulations."

Upon being asked for details of the operation of 10 per cent trade discount as advertised, Mr. Green stated that members of the trade get 10 per cent discount with 5 per cent additional for cash, but this discount is not available to those outside the Association. It cost, roughly, £1,000 per annum to run the New Zealand Horticultural Trade Association. Prices had been lifted and values stabilized by the Association; an outsider who does not pay his fee to the Association is not entitled to the full trade discount.

Blister Rust Quarantine

A revision of the white-pine blister rust quarantine regulations governing the interstate movement throughout the United States of white and other five-leaved pine trees and of currant and gooseberry plants is announced by the Acting Secretary of Agriculture.

The revision, which becomes effective August 15, 1928, includes substantially the following changes of interest to shippers: Provision for the inter-state movement, under permit, of five-leaved pines from the generally infected areas, consisting of the New England States, New York, and Washington, into the more lightly infected states east of the Mississippi Valley quarantine line and also from Washington into Oregon and Idaho, when they have been raised from seed in a Nursery free from currant and gooseberry plants and with a Ribes-free zone around the premises; removal of the prohibition of movement from Wisconsin and Minnesota to Michigan, Pennsylvania and New Jersey; and authorization of the interstate shipment of cultivated red

and white and mountain currant and cultivated gooseberry plants from infected states without a Federal permit and without environs inspection, provided they have been dipped in lime-sulphur solution of specified strength, maintain the required conditions as to dormancy and defoliation, and are shipped within the prescribed period. No change is made in the quarantine order itself.

These modifications are based on the results of investigations carried on by the Bureau of Plant Industry, and on changes in the blister rust situation during the past two years.

Novel Nursery Surroundings

A sixty-acre tract of fine hammock land, facing the new state highway north of the south relief canal and extending eastward to the Indian River, has been selected as the site for its new Nursery by the Royal Park Nurseries Company, Vero Beach, Fla. Two large propagating sheds will be built on the cleared area facing the highway. Each shed will be 40 feet wide and 100 feet long. Other units will be built as the work of developing the Nursery progresses.

Lying in the background is a dense jungle, a score or more acres in extent, studded with numerous varieties of native trees. This jungle is to be preserved intact as nearly as possible and converted into a show place. "Winding footpaths are to be cut through the dense growth to enable visitors to penetrate into the depths and enjoy a glimpse of tropical Florida in its native state.

The cleared and cultivated area is to be utilized by the Nursery company in propagating ornamental trees, shrubs, plants, flowers, vines, ferns and grasses in endless varieties to supply the need of the beautification program so rapidly developing in Indian River and adjoining counties.

The intensive beautification program that is rapidly making the 400 acres in Royal Park the most pleasing and attractive residential area along the East Coast, says the Vero Beach Journal has drawn thousands of ornamental trees, plants and shrubs from the several small Nurseries developed throughout the subdivision. Thousands of ornamentals have been brought to Royal Park from Nurseries all over the state. Recently a carload of rare plants, trees, shrubs and ferns was received from California for propagating in the Nurseries.

Specimens of rare tropical trees and plants from all parts of the world, gathered by searchers for the United States Department of Agriculture and by horticultural societies, are sent to the Royal Park Nurseries for propagation and experiments. In the slatted shed of the central Nursery are tiny trees and plants that have cost from \$5 to \$50 each to get a start in this country. Several miles of paved boulevards through Royal Park have been ornamented on each side with Royal palms supplemented with ornamental shrubs and plants.

Long Distance Shipping

Long distance shipping of dormant Nursery stock is usually attended with good results, if the box is paper-lined, moss is used for packing and roots are packed very tightly; the shipping being done in cold weather. Last fall the Aiken Nurseries, Putney, Vt., shipped 30 varieties of fruit trees and berry plants to the Norwegian Experiment Station at Hermansverk, Sogn, Norway. The reply from the station manager was as follows under date of Jan. 20: "We have received the stock which appears to be in perfect condition. The box with the plants untouched, is placed in a cold cellar where the average temperature is 3°C."

George H. Peterson, Inc., Jersey City, N. J., has been incorporated to do an ornamental Nursery business, by Robert H. van Voorhees and others.

COMMERCIAL PLANTSMAN SHOULD BE DOMINANT LEADER

In Orchard and Vineyard, Park and Garden Development—By Reason of Training and Experience—Advanced Nursery Activity Is More Than a Trade

—It Is a Profession

COLLECTIVE ACTION SHOULD REPRESENT 51% OF THE OPERATORS

By Henry W. Kruckeberg, Secy. California Association of Nurserymen, in California Cultivator

THE history of successful collective action among the agricultural classes is often the result of individual initiative and vision. Thus the orange growers co-operative at once suggests the names of T. H. B. Chamblin, Woodford, Powell, Teague, and Daniels; likewise the walnut growers visions the name of Thorpe and the raisin growers that of Merritt. Many organizations flounder for want of intelligent leadership, while others go on the rocks from dry rot from within.

The average unit of intelligence among horticulturists as it applies to the practical side of production is high; commercially, however, it does not always function, as witness the state of innocuous desuetude among the prune growers and the somewhat sporadic and evanescent attempt to put the olive industry on a stable and paying basis.

As another instance take the commercial plant industry. No division of our rural economy has made a larger development during the past decade. The agricultural division of the Los Angeles Chamber of Commerce estimates the annual gross turnover for the seven southern counties of the state at 27 millions of dollars; it is fair to assume that for the remainder of the state it is equally as large. Add to this annual gross turnover in seed production (closely allied to plant growing) and the total must be close to a hundred million dollars.

There are some 2,200 persons regularly licensed by the state department of agriculture to grow and sell Nursery plant products; and yet of this entire number less than ten per cent are members of the California Association of Nurserymen. It is conceded that the association represents a larger per cent in the total volume of production; but surely, no organization can become a dominant and potential force in its special sphere of action that does not represent at least 50 per cent of those engaged in it within a given territory. In the case of the Nursery plant industry of California this is certainly an anomaly, for no class of our rural population is so well qualified to assume leadership in our horticultural activities as the Nurseryman,—particularly in an informative way and along educational lines. By reason of training and experience the commercial plantsman should be the leader and dominant influence in orchard and vineyard, park and garden development in this state.

Viewed in its broadest sense, the activity of the more advanced Nurseryman is something more than the practice of a trade or craft: it is a profession much like architecture, law or medicine. All sorts and conditions of people come to him for advice and information in the adornment of home surroundings and the creation of orchards and vineyards. Allowing for this, the units of the industry should assume a position of leadership which they are eminently well qualified to assume and maintain and cease to be trawlers traveling in the dust of nearly every other division of rural economy. It is high time that the industry become standardized, that in collective action it represents at least 51 per cent of those engaged in it; that it assume the dignity and importance to which it by reason of intelligence, initiative, vision and judgment, is entitled because of the high service it can be made to render in the dissemination of reliable information on plant life and its importance to an advanced civilization.

Ohio Reforestation

The season of 1928 eclipsed all previous years for the number of forest trees planted in Ohio, according to Edmund Secrest, state forester. Since the acquisition of the forest Nursery site at Marietta in 1925 there has been a continual increase in the number of trees distributed by the state Nurseries for reforestation purposes in the state, with the present season exceeding the best previous mark by more than half a million trees.

This year there were 3,065,000 trees planted in Ohio for strictly reforestation. The majority of these trees, aside from those planted by the state itself, were planted by farmers, or on farm land. This record, Mr.

Secrest says, places Ohio third in rank among all the states in number of trees planted this season by farmers.

Planting cooperators also are increasing in number from year to year. This year there was a total of 529 individuals, firms, associations, and institutions that took part in the reforestation project.

Of this number 452 were farmers, 15 mining and refractory companies, 11 municipalities, 28 state institutions, and 23 organizations. Municipalities alone planted two-thirds of a million trees on publicly owned land. This was approximately six hundred acres reforested by Ohio cities. The total area reforested in the state this year was more than three thousand acres.

Marked Success of a Texas Pecan Nurseryman

An occasion of unusual interest in Stephenville, Tex., and of moment to all who know the genial head of the Ross R. Wolfe Pecan Nursery of that place was a banquet by the Stephenville Chamber of Commerce served July 19 on the lawn of Mr. Wolfe's home, two miles west of town. More than three hundred persons were present including several from other points.



ROSS R. WOLFE, Stephenville, Tex.

The large Nursery of more than 300,000 trees was inspected, many of the visitors expressing surprise as to the extent of the operations therein. President W. C. Long of the Chamber of Commerce appointed E. T. Chandler toastmaster. An address of welcome by E. S. Howell was responded to by Buck Hallmark, Dublin, one of the directors of the West Texas Chamber of Commerce. Among the speakers were President Emmett Brown, Cleburne, of the Texas Pecan Growers Association; Judge Thomas B. King, a citizen of Erath County for 55 years; Dr. A. Caswell Ellis, formerly a member of the faculty of the University of Texas and now a teacher in Cleveland, Ohio; Judge Stubblefield, Eastland.

The success attained by Mr. Wolfe in his business is of special interest in view of the obstacles he overcame at the outset. He was born and reared in Lampasas and Mason Counties. Early in age he taught school. While in California in 1914 he was much impressed by the earning capacity of Persian walnut groves. Upon his return

to Texas he made a special study of pecan development possibilities. After three years he was enabled to purchase the 214 acres he now has. This was in wild condition and much hard work followed. Despite the opinion expressed upon all sides that he was too far west to grow pecan Nursery stock and that trees could be bought much cheaper in Florida, Mr. Wolfe planted in 1919 eight pounds of seed. The resulting growth was so good that in 1920 he planted 100 pounds of seed. Each year he has increased plantings until he has now 36 acres in Nursery trees. "I have surprised the doubters," said Mr. Wolfe, "by selling my output. And this has been accomplished through catalogues and without a salesman." Which means that the product is of such a nature as to advertise itself. Sales have been made in 16 states and two foreign countries. A shipment of 100 pecan trees has been made to Melbourne, Australia. In 18 state and Federal experiment stations are varieties of pecan trees grown by this Nursery. Mr. Wolfe grows the western varieties; these are especially adapted to the semi-arid conditions of the territory west of the Mississippi and to the Pacific coast. Stephenville is in the center of the native pecan territory of the world. Practically all the western varieties originated within 100 miles of the Wolfe Nursery. Mr. Wolfe has purchased a native pecan grove on the Leon River where he is topworking the trees and fine varieties. He is testing growth of black walnut and Persian walnut.

Says a recent issue of the Stephenville Tribune: "A wonderful change has taken place on this almost deserted sandy land farm of 1918. Thirteen acres more land has been purchased which gives the entire place a frontage on highway No. 10. A modern 6-room bungalow, with beautiful lawn, shrubbery and flowers is the happy home of the Wolfe family. Four neat additional cottages provide homes for some of the hired labor. All the buildings are painted brown with light straw trimmings. A modern packing shed is built near the highway. A graveled road has been built from the highway to the court of residences, a distance of 600 yards."

Nut Consumption Expanding

Says the Boston Transcript: The nut consumption of this country is increasing rapidly. From being a holiday specialty with which the grocery and provision stores would stock up at Thanksgiving and Christmas, nuts have become an every day item in many homes and a frequent visitor to most households; they are obtainable at any time in the stores, sold in quantity in certain candy and nut shops and available in bread and cake in high-class restaurants. Further more, nuts continue to take the place of meats on the vegetarian menu.

GOVERNMENT SURVEY OF DOMESTIC STOCK PRODUCTION

U. S. Government survey of domestic production of fruit and rose stocks presents the following information which supplements the interesting report of government operations presented by L. B. Scott at the Denver convention of the American Association of Nurserymen and published on pages 40 and 41 of the July 15 issue of the *American Nurseryman*:

Fruit and Rose Stocks—The principal sections producing stocks in quantity are (1) the Kansas river valleys and other adjacent parts of the central United States; (2) certain valleys in Washington, Oregon and California. No considerable amounts are produced regularly in the eastern United States. Practically the entire production is by Nurserymen who specialize in growing large quantities where conditions are especially favorable. From time to time Nurserymen have undertaken the growing of stocks locally for their own needs, but with few exceptions have discontinued after a trial, or, in a few cases, have gone into these special crops on a large scale to supply other Nurserymen.

Apple—Domestic apple stocks have furnished the major part of the total supply for many years. A large part of these seedlings have been produced from seed imported from France. During the past five years increasing use has been made of seed from commercial orchards in the northwest and also from orchards in other sections. Vermont seed also is a factor in the domestic supply. About one-third the estimated total in sight for 1928 is from domestic seed.

Doucin and Paradise stocks to produce dwarf apple trees are propagated by layering. At present the major part of these stocks are imported.

Pear—*Pyrus communis*, or French pear, is the pear stock more largely used than any other. The oriental species, *Pyrus serotina*, or Japan pear, and *Pyrus ussuriensis* are important in the total quantity, but French pear continues to be the best regarded stock in the large pear sections for the *Pyrus communis* varieties such as Bartlett and Anjou. The domestic production of *P. communis* seedlings both from imported and domestic seed has increased materially during the past three years. None of the oriental pear seedlings are imported, the entire supply being grown in this country, most of it from seed imported from China and Japan. For dwarf pears, quince, usually from cuttings, is the stock. No especial difficulty is encountered in propagating quince where conditions are favorable for the rooting of cuttings.

Cherry—The two principal cherry stocks are Mahaleb and Mazzard. In point of numbers Mahaleb is still the more important, although the propagation of trees on Mazzard is increasing even in the eastern United States, where Mahaleb has been most generally used. Mazzard seed is available from the naturalized trees descended from the sweet cherry trees of colonial times, ranging from New York to North Carolina. This seed is now being utilized in quantity as well as the seed from Mazzard trees that have become established in Washington and Oregon. Mahaleb is mainly imported from Austria, France and the Balkan states, as no domestic supply from naturalized trees is found. Seed orchards in the Pacific states, however, are now supplying large quantities and this supply may be expected to increase materially.

Although the domestic production of cherry seedlings has increased materially during the past three years, the importations last year constituted the largest single item among fruit stocks. The total imported from July 1, 1927, to June 1, 1928, was 7,103,017. Of this amount over 5,000,000 were Mahaleb. The estimated domestic crop in

DOMESTIC STOCKS FOR 1928			
Stocks	Central states	Pacific states	Totals
APPLE			
Imp. seed ..	15,000,000	4,650,000	19,775,000
Dom. seed ..	4,030,000	6,300,000	10,330,000
	Total		30,105,000
CHERRY			
Mahaleb	400,000	1,460,000	1,860,000
Mazzard	3,050,000	3,050,000
	Total		4,910,000
PEAR			
Communis, Imp. seed ..	50,000	1,800,000	1,850,000
Dom seed	3,700,000	3,700,000
Ussuriensis ..	1,220,000	1,550,000	2,770,000
Jap. Pear (serotina)	325,000	550,000	875,000
	Total		9,195,000
PLUM			
Myrobalan	80,000	1,700,000	1,780,000
QUINCE			
Angers (cuttings)	115,000	115,000
ROSE			
Odorata (cuttings)	20,000	20,000
Mult. Jap. (cut.)	400,000	400,000
Mult. Jap. (seedlings)	200,000	200,000
Manetti (cut.)	6,000,000	6,000,000
	Total		6,620,000
*This total contains 125,000 eastern stock.			

*This total contains 125,000 eastern stock.

sight for the present year, 1928, is 1,460,000 Mahaleb and 3,050,000 Mazzard. The performance of domestic cherry stocks, particularly Mahaleb, when transplanted for budding has not always been entirely dependable. While excellent results have been secured in many cases, heavy losses have occurred at times through failure of the stocks to grow when lined out for budding.

Plum—Of the several plum stocks Myrobalan is the one most generally used and the only one which is imported in large quantity. The domestic supply has figured largely in the total consumed for several years and could be produced in any desired quantity. Seed is imported in some quantity, but considerable attention has been given by western growers to the selection of desirable strains of this variable species. This selected seed is now becoming available in quantity.

Rose—The only rose stock imported in large amounts is Manetti. The stock is the one generally used in the propagation of greenhouse roses grown for cut flowers and that industry is at present in large measure dependent on a reliable annual supply running from 8,000,000 to 12,000,000 per year. The larger part has been imported from Holland, England, Ireland and France, although efforts have been made to grow Manetti acceptable for greenhouse use for many years in various parts of the United States. During the past six years, Manetti giving satisfactory results has been grown in the Pacific states, mostly in certain restricted sections in Washington and Oregon, the amount increasing rapidly from year to year. The plantings of Manetti cuttings intended for greenhouse stocks last spring are the largest ever known in this country, amounting to 12,000,000 cuttings. Based on previous experience, these may be expected to furnish perhaps 6,000,000 plants. These plantings are in the localities where the most satisfactory domestic Manetti has been produced for several years. This production could be increased to any desirable extent.

While it seems certain that a sufficient supply could be made available, the performance of these stocks when grafted has not proved dependable. Good results in the greenhouse have been secured in a number of houses where large quantities were used for several years until the past winter. Along with large lots of good Manetti, however, other large lots have given poor stands of grafts, but the experience with the 1927 crop has been disappointing. In some places at least half the grafts failed to grow at all or made very poor growth when taken from the cases. The causes responsible for this loss are not clear. Lack of maturity at digging time, the use of cuttings from young plants, improper packing material and lack of sufficient period of rest are

among the probable causes of the poor results.

A development in greenhouse rose propagation that has received attention on a considerable scale during the past two years is to bud the cuttings in the field the same season the cuttings are planted. Then during the dormant season these plants carrying the dormant buds are shipped to the grower to be started in the greenhouse.

Fairly good results have been reported from these dormant buds, but they have not been tested long enough to measure their productiveness in comparison with plants propagated in the usual way.

Besides Manetti, two other stocks are now being used for greenhouse roses. Rosa odorata and Gloire des Rosomanes (Ragged Robin). These are both promising stocks, but except in very few places they are used only in a limited way for certain varieties.

Puget Sound Advantages

When the Pacific Coast Nurserymen's Association was in annual session in Seattle last month, the Seattle Post Intelligencer said editorially:

"Edging in by Puget Sound upon traditional preserves of other geographical sections of the world goes steadily on. Nothing affords a better example of this tendency than growth here of the Nursery business. An instance within this broad enterprise is the production of bulbs—Dutch bulbs, they once were called.

"Twenty years ago if a bulb wasn't Dutch, it wasn't esteemed a bulb. Now the Puget Sound region is the bulb center of the country. Bellingham has dramatized this development with its Tulip Festival, but the beautiful family of blossoms led by tulips and hyacinths finds equal hospitality almost anywhere in the Sound basin. Seventy-five per cent of the bulb propagation acreage of the Pacific Coast lies in this locality. Our evergreen trees and shrubs thrive surpassingly.

"Happy combination of soil and climate gives this region a virtual monopoly, an advantage which has been increased by exclusion of all foreign Nursery products. This virtual monopoly, having been conferred upon the Puget Sound region by nature, is as inalienable and immovable as Mount Rainier. It is a fast growing industry which comes as a gift and which scarcely meets with competition.

"The Pacific Coast Association of Nurserymen, now in session in this city, are leaders in this industry—men who may be depended upon to advance its interests to the advantage of all.

"Their activities are not, of course, restricted to bulbs. They are engaged in the propagation of flowers, shrubs and trees in California, Oregon, Washington, Idaho, Utah, Montana and British Columbia. Each perhaps finds his district particularly suited to some plants. But with the exception of a very few species which demand very hot or very dry conditions, he will find that everything with which he is acquainted thrives perhaps a little better here than elsewhere in the West. The 200 delegates attending the convention need only drive about Seattle to fix this conclusion in their minds.

"This, naturally, will stimulate the already important quantities of Puget Sound flowers, shrubs, trees and bulbs which are shipped from our Nurseries to points throughout the Pacific Slope. It will hasten the inevitable coming of the day when this region will be recognized as the Nursery center of Western America."

Can Afford to Plant More—An average saving to Pennsylvania grape growers of about \$3.00 per ton in freight charges is estimated by the State Bureau of Markets as a result of the new rates ordered by the Interstate Commerce Commission and the Pennsylvania and New York Public Service Commissions, to become effective September 1.

AMERICAN FRUITS

[Reg. U. S. Pat. Off.]

Orchard and Field Prospects for Fruit Tree Nurserymen

Importance of the Choice of Pollinizers

The light set of fruit on some varieties of apples in Western New York this season is in many cases due to lack of pollination. Investigations carried on in that section and at Ithaca by the Cornell University experiment station, indicate that adequate pollination of the apple bloom in New York State is an important problem.

Yet the failure of trees to set fruit following a heavy bloom is not always due to lack of pollination, says Professor L. H. McDaniels, because poor drainage, lack of nitrates in the soil, improper spraying, overproduction the year before, and other factors may result in failure to set fruit. Pollination is important and may be the limiting factor when all other conditions are favorable.

The problem is of increasing importance in the state for a number of reasons, one of which is the elimination of the older mixed plantings of many varieties, and substitution of fewer varieties grown in solid blocks. Sometimes cutting out fillers leaves the orchard without provision for cross-pollination.

Another important consideration is that the variety McIntosh, important in new plantings, almost always fails to set a full crop unless cross-pollinated. In this same class are Rhode Island Greening, Cortland, and Northern Spy. On the other hand, Baldwin, Wealthy, and Oldenburg, although the set of fruit is better when the blossoms are cross-pollinated, are more likely to hold their crop if poorly pollinated, and nearly always bear if the trees bloom.

PRESENT SCARCITY OF BEES

The decrease in late years of pollen carriers, especially bees, also contributes towards the failure of fruit to set. The disappearance of rail fences, and more intensive cultivation, has played havoc with the bumblebee, a very effective pollen carrier. The cutting of woodlands has deprived the wild honey-bee of a home, and beekeeping by farmers is not as common as it once was. The result is that in Western New York, bees were practically absent from many orchards this blossoming season, even under conditions favorable for their flight.

This is particularly serious in orchards near Lake Ontario because of the low temperatures prevalent while the trees are in bloom. This lake prevents early blossoming and damage by spring frosts, but is also responsible for temperatures low enough to keep the bees in the hive. In some orchard sections this season, there were only a few hours when conditions were favorable for pollination because of low temperatures.

CAUSE OF FAILURE SHOWN

That the failure of such varieties as McIntosh, Greening, and Spy to set much fruit this season was due to lack of pollination, was shown in half a dozen orchards in the fruit section by an application of pollen to the blossoms when they were in a receptive condition. In practically every case an increased set of fruit was obtained as compared with blossoms not specially pollinated.

Under the conditions prevalent this spring in Western New York the pollination problem is difficult. The grower may provide good sources of pollen and may take the

trouble to keep bees, but if the weather is such that the bees do not work, pollination may be inadequate. From a practical standpoint, however, it is to the grower's advantage to make conditions for cross-pollination as favorable as possible. During most blooming seasons there is usually at least a short time when insects are active. If an orchard is interplanted with good pollen varieties and bees are present in large numbers, obviously pollen will be distributed much more effectively than if the orchard is a solid block of a single variety and bees are scarce.

CHOICE OF POLLINIZERS IMPORTANT

Although, in general, it can be said that the pollen of one variety of apple will be effective on any other variety, there are sufficient exceptions to make care necessary in the choice of pollinizers. Some varieties of which Baldwin, Greening and Gravenstein are outstanding examples, produce little good pollen. On the other hand Delicious, Rome, Oldenburg, and Golden Delicious produce pollen in abundance. In laying out an orchard, where a minimum number of pollinizers is desired, good pollen producers should be chosen. Also, in order to be effective in cross-pollination, varieties must bloom together. Thus Rome would be effective for Northern Spy and Oldenburg for McIntosh. Because of the possible failure of a single pollinizer to bloom it may be an advantage to have two varieties as pollinizers, especially where self-sterile varieties like McIntosh are concerned.

In any discussion of the pollination problem, it must always be borne in mind, says Professor McDaniels, that this is only one of the factors involved in the set of fruit and that crop failure may not be due in any way to the lack of cross-pollination.

Fruit Crop Report

There will be a good supply of early apples this year but some varieties of late apples will be in small supply according to a state-federal crop report just issued from the New York State Department of Agriculture and Markets.

With very few exceptions the other eastern apple growing states promise somewhat heavier production than last year, while the three far-western states of California, Washington and Oregon have about 40 percent greater apple production than last year.

Peaches promise a good production in nearly all of the peach growing states, north, south, east and west, and especially in the south and west where Georgia, the Carolinas and California have record or near record crops. From the present condition New York expects about 2,090,000 bushels of peaches, compared with 1,140,000 bushels harvested last year. Total United States peach production promises to be about 67,471,000 bushels compared with 45,463,000 bushels last year.

The two and a quarter million tons of grapes harvested in California in 1927 were distributed to points in all of the states, in Canada and in Cuba. Nearly 75,000 carloads were fresh grapes.

Looking Ahead 50 Years

A day not far distant when there will be many new and better varieties of all kinds of fruit grown on a commercial scale was predicted early this month by Dr. U. P. Hedrick, state horticulturist and assistant director of the State Experiment Station at Geneva, speaking at the dedication of a marker to the first Niagara grape vine at the Odd Fellows' Home, Lockport.

LOOKS AHEAD 50 YEARS

Dr. Hedrick heralded the Niagara grape not as a perfect grape which shall ever be popular, but rather as an important step forward in the perfection of the fruit, a process which he believes will go on indefinitely. Fifty years hence, Hedrick predicted, practically every variety of grape or fruit now grown will be eclipsed by newer and better fruit.

Dr. Hedrick gave the principal address at the dedication ceremony held jointly by the New York State Horticultural Society and the Odd Fellows' Home Association beside the vine originated by Claudius Lamb Hoag and B. Wheaton Clark in 1868 at the rear of the Odd Fellows' Home, formerly the Hoag farm. M. C. Burritt, of Hilton, president of the New York State Horticultural Society, presented the marker to the Odd Fellows' Home. Helen R. Burritt, 15-year-old daughter of President Burritt and Lydia Behrens, 11-year-old resident of the Odd Fellows' Orphanage, unveiled the marker, a natural boulder bearing an inscribed bronze plate.

EASTERN NURSERYMEN'S ASSOCIATION

F. H. Worsinger, Tacony, Pa., Secy.

The Eastern Nurserymen's Association will hold its summer meeting at LaBar's Rhododendron Nursery, Stroudsburg, Pa., August 22. The program will start at 11 A. M., daylight time, with luncheon at 2 P. M. The Pennsylvania Nurserymen's Association will probably meet jointly with the Eastern Association.

The summer meeting will be largely in the nature of a get-together meeting, to allow an interchange of ideas and a widening of acquaintance in the trade. The program will be brief and informal. Following a visit of inspection to the LaBar Rhododendron Nurseries, the party will be conducted through the scenic beauties of the Delaware Water-Gap region.

The choice of Stroudsburg, in vacation time seems a happy one, and should promise an enjoyable outing to members of the associations.

FRED H. WORSINGER, JR.
Secretary.

OKLAHOMA NURSERYMEN'S ASSOCIATION

W. E. Rey, Oklahoma City, Secy.

The Oklahoma Nurserymen's Association will hold its semi-annual meeting at Ponca City, Okla., August 23-24. Headquarters, Jans Marie Hotel.

W. E. REY,
Sec. & Treas.

112,000,000 Trees Planted

More than 112,000,000 forest trees have been planted in Pennsylvania since 1899, when the first state forest tree plantation was established on devastated mountain land in Pike County, department of forestry officials announce.

During the last 17 years Pennsylvania has distributed 74,645,598 forest trees from the state forest tree Nurseries for planting on private lands within the state.

No county of the state is without its plantation and no group of land owners is without its tree planters.

This spring twelve planters of Beaver County planted 16,500 trees.

When writing to advertisers just mention American Nurseryman.

AMERICAN NURSERYMAN

American Nursery Trade Bulletin



CHIEF EXPONENT OF THE
AMERICAN NURSERY TRADE

Featuring the Nursery Trade and Planting News of American and foreign activities as they affect American conditions. Fostering individual and associated effort for the advancement of the Nursery and Planting Industry.

Absolutely independent.

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SUBSCRIPTION RATES

One Year, in advance	\$2.50
To Foreign Countries and Canada	3.00
Single Copies	.20

ADVERTISING RATE, Per Inch - \$2.50
Advertisements should reach this office by the 8th and 25th of the month previous to the date of publication.

If proof of advertisement is desired, time should be allowed for round trip transmission.

ROCHESTER, N. Y., AUGUST 15, 1928

FOUNDER OF AMERICAN NURSERY TRADE JOURNALISM

THE FIRST Nursery trade paper in America was established in 1893, as long-time Nursery concerns know, and for nearly thirteen years was conducted under the personal and exclusive direction of Ralph T. Olcott, of Rochester, N. Y., who later founded the AMERICAN NURSERYMAN on broad and untrammelled lines.

"The dean of Nursery Trade Journalists."—John Watson.

IMPORTANCE OF THE TRADE PRESS

In a recent address to men connected with the press, President Coolidge said:

"Whatever has to do with the collection and transmission of information to the public is of the highest importance. It is gratifying to know that this great service to America is in the hands of men of ability and patriotism.

"There is a universal desire to serve the public in this capacity, not only interestingly, but candidly and helpfully. The fundamental institutions of our government scarcely ever fail to receive cordial support. The moral standards of society are strengthened and the intellectual vigor of the nation is increased and quickened by your constant efforts.

"The press is also an important factor in the commercial and industrial development of our country. It carries an amount of scientific information which stimulates both the production and consumption of all kinds of commodities.

"This service is always on the constructive side of affairs, encouraging men to think better, to do better and to live better. Reaching through it all, there is every assurance that today is better than yesterday, that tomorrow will be a better day than today and that faith is justified."

The "American Nurseryman" is highly indorsed individually and collectively by the American Association of Nurserymen and by more than a score of district and state trade associations in the United States and Canada.

The Mirror of the Trade

LEAF-MINING INSECTS

The Nurseryman ought to be quite an authority on certain phases of the operations of Nature; for he is constantly in touch with them. It is the business of certain members of the trade, for instance, to know by actual count the number of petals in a rose blossom of a certain variety. While marveling at the beauties of Nature, too, and by reason of close study, he is perforce made acquainted at least with the depredations if not with the means of combating plant enemies. It is as much to his interest directly to know considerable about these enemies as it is to know the points of excellence of the plants he produces.

Necessarily the Nurseryman must depend largely upon the investigations of specialists in cases where a great amount of time and concentrated study is involved. This is illustrated strikingly by contemplation of the fund of information in a new publication in the Nurseryman's interest—the large octavo volume entitled "Leaf-Mining Insects" printed by the Waverly Press and issued from the Baltimore house of Williams & Wilkins Company. The authors are James A. Needham, Stuart W. Frost and Beatrice H. Tothill. Three books in one are thus presented: A guide to the understanding of insect life, for the general reader; an introduction to their natural history, for the student of botany and entomology, a manual of technical information for the specialist.

A great amount of research is represented in the 351 pages and the 93 full and half page illustrations and many smaller illustrations. The complete story of the insects which prey upon the green leaves of flowers, plants and trees is set forth. We are reminded that green leaves are the world's dependence for food production and that their consumers range in size from the elephants of the tropical jungle down to the little tenants of single leaves that are the subject of this volume. Leaf-miners are among the smallest of plant-eating animals. They are called miners because the food they procure is the thin stratum of green tissue that lies outspread in a seam, like coal in a mine, between two worthless adjacent strata where it is mined by the insects.

Leaf-miners are everywhere, in any lane or fence-row, in the leaves of the oak or hornbeam or clump of goldenrod. Some make winding galleries. Others excavate broader chambers within the leaf, remaining within to transform. The mothlet of the white oak leaf-miner when grown becomes a pupa in a silken cocoon from which it emerges a replendent little moth clad in scales of gold and ermine and jet a veritable atom of Lepidopterous loveliness. There is hardly anything in Nature, we are told, more beautiful than are some of the moths that have leaf-mining larvae.

There is much of interest in this book for anyone with a taste for natural history, in observing how these tiny creatures get their living, find their shelter, keep their dwelling places clean and sanitary, provide for all the shifts of stage and station and manage the ordinary business of their lives. Their ways are quite unique in the animal world.

For the Nurseryman the special interest in the book lies in the fact that here is

a mine of information for practical use in connection with the methods he must employ if he is successfully to prevent destruction of his plants by these insects. Those methods are provided by the economic entomologist. This book does not deal with combative methods, but it does supplement control measures by making clear the habits of the insects and showing the stages during which combative methods may be most successful. For best results the life history of a particular pest should be known. Here is a book which provides the details in that line which the Nurseryman may not find it convenient at most times to obtain from the entomologist. It is a valuable addition to the Nurseryman's library.

Fully indexed and containing a bibliography and classified list of leaf-mining insects, it is at once a compendium and reference guide. Bound in cloth, 6 x 9; \$6.25 postpaid by the publishers or American Fruits Pubg. Co., Rochester, N. Y.

For Propagating Nurserymen

G. G. Nearing, Arden Nurseries, Arden, Del., says:

"I want to make a suggestion to propagating Nurserymen. In view of the large amount of plant material sold in good faith but not true to name, wouldn't it be a good idea to found a True Plant Bureau?"

"Such an institution could propagate all standard varieties in many lines of stock, and sell one to five or ten to any propagator who wanted to check up on his varieties. The price could be made high enough to meet the expenses of the institution.

By cooperating with the U. S. Dept. of Agriculture, the State Agricultural Departments and Colleges, it could build up a stock of varieties and of knowledge which would prove of great value to the Nursery trade.

"In cases where there is an honest difference of opinion, it could act as a court of last resort, and arbitrarily attach a name to a disputed variety.

"Perhaps there is an institution already in existence which could take over this work. Why not start it?"

Thos. A. McBeth, Springfield, O., says:

"This is in line with what I have been thinking about for some time. But the question is: Could we arrange such an organization without overlapping existing organizations. We already have the 'American Joint-Committee on Horticultural Nomenclature.' That gives us the standard names which I think should be recognized.

"Then Mr. Nearing seems to want some ocular demonstration which it seems to me would be very difficult to accomplish. In the first place, it would be necessary to have plants three or four feet high in order to determine species and varieties. That of course would be very expensive. And I can not conceive of any method by which this could be accomplished.

"However, this is an idea which in my opinion is worth some attention. I will be glad to do anything that I can to help."

A. M. Augustine, Normal, Ill., says: The establishment of such a bureau would require a great deal of time, land and expert supervision and I believe it would be impossible ever to raise sufficient money from the trade or any interested parties to put it over right. Unless it was handled in a manner that would make it absolutely

REAL OPPORTUNITY FOR COOPERATIVE ADVERTISING

Says Roland S. Vaile, University Minnesota, Before Northern Retail Nurserymen

NURSERY stock may, of course, fall into either of two great classes of goods. Commercial orchard trees and shrubs from which a money income is to be derived, fall into one of these classes; ornamentals of all descriptions, and the home orchard plantings, fall largely in the other class. A slightly different sales approach is desirable in the two cases.

With orchard trees—as with all producer's goods—the prospect is interested more in the ability of the product to return a profit above the labor and other costs he must expend upon it. The salesman's approach, therefore, must deal with the economics of diversified agriculture, the adaptation of varieties to local soil and climatic complexes, the possibilities of marketing the product, and similar questions. Sometimes success can be won only by indirect methods. For instance, when it has been established that a variety of commercial fruit tree will thrive in a community, the Nurserymen will be called upon to take the initiative in forming a cooperative marketing organization so that the public may be advised of the successful venture. The avocado industry in California is being successfully launched in this way. In such an undertaking it is important, of course, to get the Key-men interested, for thus community spirit will aid in fulfilling the dreams.

In the case of an established industry there are two problems confronting the salesman: first, prospects are to be found who will go into the industry, and second, these prospects must be persuaded that your offer is the best. To tackle the second problem first: I know of no field where tested quality should be stressed over price or any other consideration so definitely as in the Nursery field, the cost of trees is so insignificant in the total cost of a mature orchard. A few years ago I published the results of several years intensive study of the citrus industry in California. Among other data were those showing the net accumulated costs in bringing an orchard to ten years of age. These totaled over \$1300 per acre, including interest and allowing

authoritative it would leave us just where we are at present.

"It is true that in peonies, lilacs, evergreens and a few other things there is a good deal of trouble; but the arboretums we already have are helping out along this line. From my experience, I am sure they will gladly cooperate.

"The principal trouble at present that we have found has been in the newer varieties and small seedlings, many of which require several years to determine definitely while others develop sufficiently the first year to tell whether they are true.

"The desire and requirements for accuracy are getting greater all the time. The improved ethical standards are requiring it. The Nurseryman growing and handling rare plants must educate himself to become familiar with them if he is going to avoid trouble.

"In buying stock of new and unfamiliar plants for propagation the reliability of the man bought from is far more essential than the price."

for crop returns to that date. Of this, the trees cost only \$100 planted. While this may be extreme for fruit orchards generally, yet the fact remains that tree costs are of minor importance when compared to performance. Still drawing my illustrations from the citrus industry, under some soil conditions, lemon trees on trifoliata roots have been complete failures as producing trees, so that the orchardists lost not only the original cost of the trees but several years time as well. Again, trees grown from poorly culled rootstocks and unselected buds have yielded but a fraction as much as "pedyseed" trees. It has been a well-founded practice for Nurserymen to hold over slow growing trees until the next year and then sell them, although it is pretty well established now, with oranges at least, that "once slow, always slow" and generally shy bearing. The problem is much more important with Nursery stock than with milk cows, for the poor tree cannot be sold for beef—and the testing wastes a longer time. Quality—and confidence that the quality will be as represented—are of supreme importance to the Nursery salesman. At one time it was my job to inspect incoming Nursery stock, and my old reports show that for one year in handling 150,000 apricot and peach trees, 5% were found to be on a different root than that claimed by the salesman. I presume the Nursery business is on a higher ethical plane at present.

The other problem—that of developing an industry—is somewhat broader. Your secretary has told me that there is little or no advertising in the Nursery business in this district. I am wondering, however, if there is not a real opportunity for cooperative advertising in the extension of the commercial plantings. Cooperative advertising has been undertaken by a wide range of producers, including several of the lumber manufacturers associations, the cranberry growers, the fine stationery manufacturers, the national Kraut packers, the society of florists, the Portland Cement Association, and the paint manufacturers. Such slogans as "Eat an apple a day and keep the doctor away," "Say it with flowers," "Have you had your iron today," "Save the surface and you save all," are the results of cooperative effort. Why shouldn't the Nurserymen take the same sort of initiative in their own industry?

Cooperative advertising might be used equally well with the other class of Nursery stock, namely, the ornamentals. Both community pride and paternal love might be appealed to. If the paint manufacturers and shingle manufacturers can use the appeal of beautifying rural surroundings, surely the Nurseryman has an equal opportunity to influence the spending of free dollars. A concerted campaign based on the emotional appeals of pride in appearance, comfortable and peaceful surroundings, more attractive setting for the children, sheer love of beauty, might well transform the rural landscape. Any of you who have looked to right and to left of our highways with any imagination already have a picture of the possibilities. The field lies before you, with the first furrow hardly turned! Emotional appeals will be the more effective in this field than with commercial plant-

ings, whether used cooperatively in an advertising campaign or by the individual salesman. The added advantage of the cooperative method will be the rate at which the industry may move forward.

NEW YORK NURSERYMEN'S ASSOCIATION

C. J. Maloy, Rochester, N. Y., Secy.

Excursion to Cobourg, Canada

Full value of the exceptional opportunity for a highly interesting and thoroughly enjoyable summer outing which is afforded by proximity to Lake Ontario is to be taken again this year by members of the New York Nurserymen's Association.

The summer meeting will be held aboard a spacious lake steamer en route to Cobourg, Canada.

The date is August 30. Train for dock leaves B. R. & P. R. R. station at 8 a. m. Nurserymen may motor directly to the dock, from which the boat will leave at 8:30 a. m.

Tickets \$5 for the round trip, obtainable from Secretary C. J. Maloy, 209 Linden St., Rochester, N. Y., or from the ticket committee, E. Horton Bowden, Geneva, chairman. Ticket includes all expenses.

Program of entertainment, business session, etc., is in preparation. A cordial invitation to all Nurserymen and their friends is extended.

Would Increase Retail Prices—Charles T. Hawkes of Idaho says business in general is fairly good, but the increased cost of growing makes it necessary to raise the retail price of Nursery stock. Based on the wholesale price, it is a question of whether it should be three times or five times; he favors five times. Good crops in Idaho make prospects good for fall and winter business.

COMING EVENTS

American Gladiolus Society—Annual meeting and exhibition, Toledo, Ohio, Aug. 16-17.

Kentucky Nurserymen's Ass'n.—Summer meeting, Cincinnati, Ohio, Aug. 20-21.

Ohio Nurserymen's Ass'n.—Summer meeting, Cincinnati, Ohio, Aug. 20-21.

Eastern Nurserymen's Ass'n.—Summer meeting, LaBar's Rhododendron Nursery, Stroudsburg, Pa., Aug. 22.

Oklahoma Nurserymen's Ass'n.—Summer meeting, Jans Marie Hotel, Ponca City, Aug. 23-24.

New York Nurserymen's Ass'n.—Summer outing, to Cobourg, Canada, Aug. 30.

Southern Nurserymen's Ass'n.—Annual convention, Memphis, Tenn., Sept. 12-13.

Southwestern Nurserymen's Ass'n.—Annual convention, Memphis, Tenn., Sept. 12-13.

American Rose Society—Annual meeting, DuPont "Longwood" Estate, Kennett Square, Pa., Sept. 21.

American Dahlia Society—Annual exhibition, Madison Square Garden, New York, Sept. 26-27.

Cal. Ass'n. of Nurserymen—Annual convention, Beverly Hills, Sept. 27-29.

Neb. Nurserymen's Ass'n.—Summer meeting, Sonderegger Nurseries, Beatrice, Sept. 11.

Seventh Mid-West Horticultural Exhibition—Memorial Bldg., Cedar Rapids, Iowa, Nov. 14-17.

CALIFORNIA ASSOCIATION OF NURSERYMEN

Henry W. Kruckeberg, Los Angeles, Secy.

Annual Convention in Beverly Hills

Eighteenth annual convention of the California Association of Nurserymen will be held Sept. 27-29 at the Beverly Hills Hotel, Beverly Hills, between Los Angeles and the seashore. T. D. Chenoweth is chairman of the committee on arrangements. This is a non-profit organization for development of wider distribution and intelligent marketing of Nursery plant products.

There is an ever increasing demand for Nursery plant products both from within and from without the state. Hence the need for organization among the plantsmen, not as competitors but as fellow-workers in the building up of the industry along economic lines.

Markets, salesmanship, plant standardization, quality and service, publicity, credits, transportation charges, legislation and other important matters will be considered at this meeting, hence it is urgent that the trade be effectively represented.

W. B. Clarke, San Jose, is president; T. D. Chenoweth, Beverly Hills, vice-president; Henry W. Kruckeberg, Los Angeles, Secy.



W. B. CLARKE, San Jose, Cal.
President California Assn. of Nurserymen

Activity at Woodlawn, Va.

The Woodlawn, Va., Nurseries were established more than twenty-seven years ago by Emmett W. Jones, who attended school at Woodlawn and then engaged in special landscape work in New York State. Mr. Jones has been employed for five years to landscape the grounds of Radford College, East

Radford, Va., and for several years to landscape a number of residences in Virginia and North Carolina. This spring he was employed by the teachers of Emory College to do some landscape work on the grounds at Emory, Va.; this project will be completed this fall; also was employed by the women of Radford to beautify the town—work which will take several years to complete.

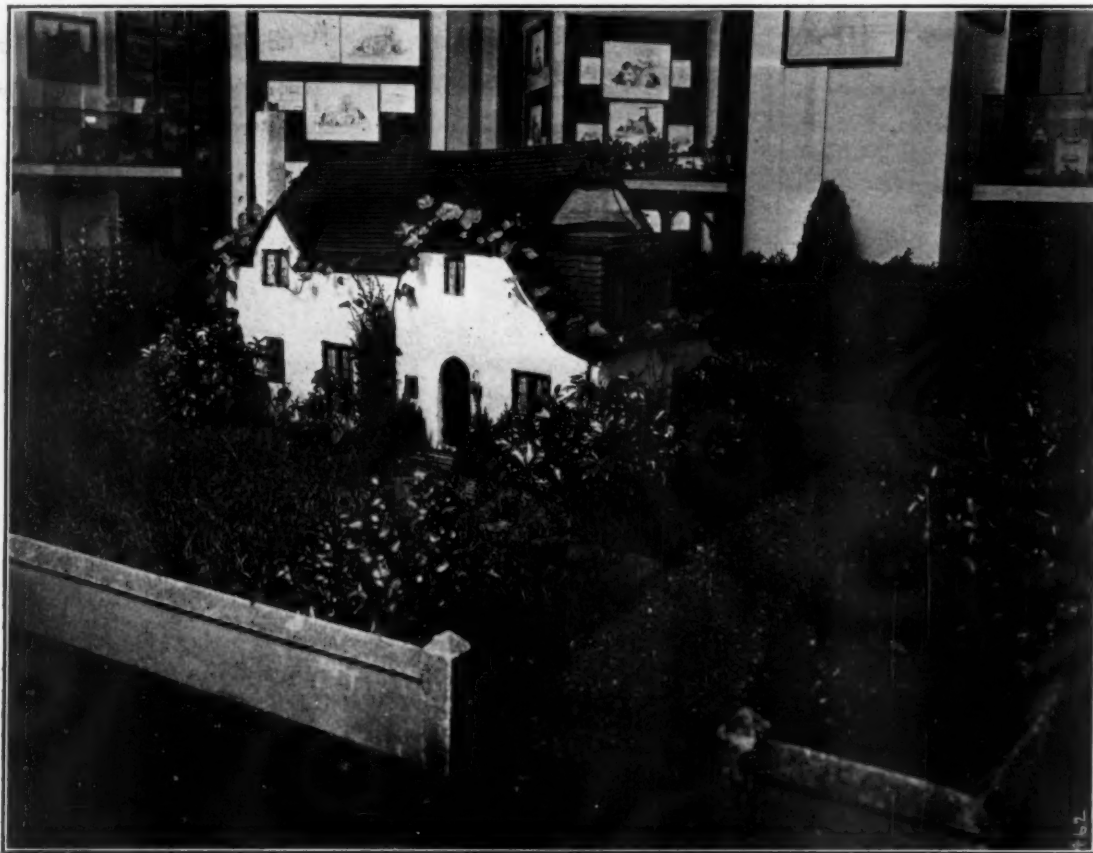
Walter T. Jones is associating with his brother in the Nursery business. He has charge of growing the stock, Emmett W. Jones managing the sales department. They send evergreens, shade trees and shrubs in truck and car loads to Winston, Salem, Mt. Airy, Charlotte, N. C.; Lynchburg, Roanoke, Pulaski, Wytheville, Va.; Bluefield, Welch, W. Va.; New York City, Manchester, Conn. The company has sales offices in these towns represented by experienced men.

The company will commence fall shipping earlier than usual, as they have several large orders booked for tree and old English box of large specimen plants to be shipped early to estates in various sections of U. S. A. It does a large business in collected rhododendrons and has a wide territory to work over. On these items the demand is greater than ever before.

The Nurseries are located in Carroll and Garyson Counties and the pass-byes remark: "We do not understand why there is so much planting being done in these sections."

"Indications are for a record-breaking season this year on sales," said Mr. Jones. Our company is away ahead of several years past with orders and things look encouraging to the Nursery business in this section."

Effective Nursery Publicity in the Heart of the Metropolis



Skill of landscape artists of the Meadowbrook Nurseries, Englewood, N. J., has afforded street crowds in the busy Grand Central zone in New York the chance to rest their eyes on the cool of growing grass and to enjoy, as they hurry along a bustling street in the early East Forties just off Fifth Avenue, a miniature countryside home in a setting of living plants and shrubs.

The display occupies almost the entire frontage of a plate glass window extending the width of the Homeland Company's quarters at 18 and 20 East 41st Street. It depicts, accurately to scale, a French Farm cottage in a sweep of shaded lawn. Growing ivy twines up the side of the house, and small flowers add their touch of color. Growing shrubs have been cleverly planted, both for landscaping effects and to resemble trees. A little lake, with real water, further carries out the plan.

Eyes, tired of looking at the brick and stone canyons of the city, appreciate the pleasant touch of the home and hurrying pedestrians often slacken their steps to enjoy the bit of suburban illusion. Almost always there are spectators before the window.

The home and surroundings are kept attractive by regular visits of the Nurserymen who resod the lawn at intervals, and keep the plants looking always at their best.

ROCKY MOUNTAIN EVERGREEN TREE SEEDS

Collected Colorado Blue Spruce Trees

1 to 6 ft. BB

Carloads and less

Ask For Price

THE BARTELDES SEED CO.

DENVER,

COLORADO

Satisfactory Since 1867

POT GROWN LINING OUT STOCK

Fall 1928

Spring 1929

We are offering an unusually fine assortment of Lining Out Stock. Our list will be mailed about September 1st.

Send us your want list.

**BIOTA, THUJA, JUNIPER, COTONEASTER,
RETINOSPORA, SHRUBS**

THE HOLLANDIA GARDENS

Mark Aukeman, Owner

Springfield, Ohio

DAYTON FRUIT TREE LABEL COMPANY

Manufacturers, Nurserymen and Florists

South Canal Street,

Dayton, Ohio

WOOD LABELS

**You can sell more
stocks in the Fall**
by the
"HARTLAND"
way!

A mere price list of Horticultural products is a proven failure—so much money and time wasted.

The catalog that tells "how" and "when" to plant, with suggestions as to position and grouping, is the catalog that brings the orders. In other words, a price list camouflaged with interesting gardening anecdotes, written by a practical gardener.

Ask us now about a Special Catalog or folder to boost your "long stocks" for Fall Planting



HARTLAND
Advertiser Service

(Horticulturists Since 1774)
Tribune Building (Park Row)
NEW YORK, N. Y.

PEACH PITS We planted peach pits last fall and got no stand this spring. During the winter we stratified some of the pits we planted last fall and Lovell pits. The Lovells gave a fine stand while the others again did not sprout. It is an interesting experiment. Don't you want to try 100 lbs. alongside of your next planting? We'll give you the names of those who bought in quantity lots. Sample 25c.
BORLING A4, MADISON, OHIO

Established 1868
Leading European Forest Tree Seed House
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PASSING OF NOTED NURSERYMAN-HORTICULTURIST

Busy and Prolific Career of George C. Roeding Closed

George C. Roeding, aged 60, father of the fig industry in California, well known Nurseryman and until recent years a leading citizen of Fresno, Cal., committed suicide by hanging himself to an electric line tower, near Livermore, Cal., July 23. The horticulturist, who also developed the raising of table grapes in this state and who made additions to the park of Fresno which bears his name, was a patient at a sanitarium at Livermore, following a nervous breakdown several months ago. Thought to be convalescent, he had recently been permitted to take horseback rides. His horse was found tied to a tree near the tower where he ended his life. It is known that the horticulturist, who was engaged in many activities and a man of some national reputation, had been in poor health for years, recently suffering the nervous breakdown.

Mr. Roeding was one of the most prominent Nurserymen in the country. He was president of the George C. Roeding company, the California Nursery Company, the Fancher Creek Nursery Company of Fresno, the Fresno Nursery Company, Inc., of Fresno and the Roeding Olive Company. He was a member of the American Association of Nurserymen, the Pacific Coast Association of Nurserymen and the California Association of Nurserymen. He had been a member of the board of regents of the University of California, president of the California State Fair Association and a member of the board of governors of the California Botanical Association.

His national reputation was established by his introduction of the Calimyrna fig industry. He endeavored to secure Smyrna figs from Turkey at a time when the Turkish government was not allowing them to be taken for propagation elsewhere.

Smuggling the fig trees out of the domain of the sultan, Mr. Roeding brought them to Fresno and established the original Smyrna fig orchard at the old Roeding homestead east of Fresno, on Fancher creek. After the trees were grown, Roeding found them barren, and it was then that he introduced the trees necessary for their fertilization, the caprifig. Then the wasps necessary to complete the fertilization had to be brought here from Turkey, which involved great additional difficulty. After that Roeding lost most of them through winter frosts, but persevered and

succeeded. He then patented the name "Calimyrna" and recovered his heavy expenses in connection with figs.

Mr. Roeding made a valuable contribution to the army during the World War and turned back to the war department a check for \$20,000 which they tendered him for his discovery. He evolved the idea that charcoal from burned peach pits and apricot pits would be more suitable for use in gas masks than the charcoal then being used.

He is survived by his widow, Mrs. Elizabeth T. Roeding, 16 Terrace avenue, Piedmont; three daughters, Eleanor L. and Evelyn T. Roeding, and Mrs. Bernard Butler; a son, George C. Roeding, Jr.; two brothers, F. W. and H. U. Roeding, and a sister, Mrs. M. Vagedes.



GEORGE C. ROEDING

An Appreciation of Life Work

Of the career of Mr. Roeding, Ernest Braunton says in the California Cultivator:

It was 35 years ago that I first became acquainted with Mr. Roeding, and during all the intervening years since then I have kept in close touch with him in his almost meteoric career, for up to a few years before his death he was the acknowledged leader of horticulture on the Pacific Coast and in addition to this had an international reputation in several special lines of his chosen profession.

His remarkable career began when he left the University of California, still in his minority, to take over an unprofitable Nursery business financed by his father, at Fresno. His father curtly told him that he would turn it over to him but would put no more money into it, that the young man must pull it out of a \$20,000 indebtedness without aid from him.

From this venture emerged the well known Fancher Creek Nurseries, still in existence as one of Mr. Roeding's major properties, the co-existent and equally well

known Roeding fig and olive orchards having been disposed of a few years ago, as well as the fruit packing establishments, all of Fresno. His extremely active business life made him a marvel in the Nursery business. During his early days he noted that fruit tree dealers usually functioned only close to the growing base and that while one part of the state was burdened with an excess of fruit trees another part stood in sore need of the same sort of stock. He began active annual canvasses of the horticulture of the state, plunging into heavy buying at times, buying whole Nurseries when necessary and more generally controlling sales of horticultural stock in this state than any other man ever has done. Thereby he laid the foundation of the considerable fortune he leaves to a sorrowing family. He was owner of broad acres and large horticultural establishments, the largest being the California Nursery Company, the leading growing and shipping horticultural corporation in western America.

To George C. Roeding, more than to any other person or influence, is due the introduction of the fig wasp which made possible in California the commercial production of the Smyrna fig of commerce. The name Calimyrna, to designate the fig as grown in this state, was the private property of Mr. Roeding, though under it nearly all growers now market their figs. He made several trips to Europe and other parts of the world, mainly to study the fig and grape industries abroad and the culture and care of the plants in the countries where first commercially grown. In 1910 he was sent to Europe and Asia Minor by the United States department of agriculture and again in 1912 as representative of the Panama-Pacific International Exposition.

In his homeland Mr. Roeding was equally active and at times was president or chairman of every organization in horticulture in the state, from president of the state board of agriculture to head of committees sent to Washington to secure relief for the growers and shippers of his native state. At various times he was widely interested in Nurseries and orchards in California. For several years our managing editor, W. R. Wood (temporarily absent from his desk) was associated with him in the ownership of a Nursery and orchard business under the name of The Roeding and Wood Nursery Company, the plant business being in Los Angeles and the orchards in Tulare County. Because of these close relations and the frequent visits of Mr. Roeding to this office, together with frequent articles in our columns and technical information and advice cheerfully granted by him, the entire Cultivator staff deeply deprecates the untimely passing of this genial companion and friend.

George Christian Roeding was born in San Francisco, February 4, 1868. Of his own immediate family he leaves to mourn his loss, his widow, one son and three daughters, to each and all of whom the Cultivator extends a heartfelt sympathy.

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Euonymus Radicans
Philadelphus Grand

Our list quotes lowest prices

W. N. SCARFF'S Sons, New Carlisle, O.

BOXWOODYoung's Boxwood and
Evergreens

FOR LINING OUT

My service and stock will please you.

Write for Wholesale Trade List

ROBERT C. YOUNGWholesale Nurseryman
GREENSBORO NORTH CAROLINA**PRIVET and BERBERIS**
Splendid Stock

Write for Special Quotations.

LESTER C. LOVETT

Milford

Delaware

Say you saw it in "American Nurseryman"

The Preferred StockFall's the time
you need these---
and they're beauties!You can't keep Perk out of these ads to save your neck. He's always
bursting forward with good news.This time it's our Newark Evergreens, and Perk is holding up a potted
specimen of our Norway Spruce for your inspection.We've got a great assortment of evergreens, both at Newark and at Shiloh
(near Bridgeton, New Jersey, on the Salem Pike)—Spruce, Scotch and Austrian
Pine, Arborvitae, Biotas, Junipers, all kinds, Retinosporas, Taxus and other
popular evergreens.

Here are the prices on some of the Newark stock:

Norway Spruce	Per 100	Scotch Pine	Per 100
2-3 ft.	\$100.00	2-3 ft.	\$ 90.00
18-24 in.	65.00	18-24 in.	75.00
15-18 in.	50.00	12-18 in.	50.00
12-15 in.	40.00	Globe Arborvitae	
Austrian Pine		18-24 in.	125.00
18-24 in.	100.00	15-18 in.	100.00
12-18 in.	75.00	12-15 in.	75.00

Not so bad!

And one thing more: We have just issued a special price list on roses for fall
planting. If you don't receive your copy in the next few days, write us.

Faithfully yours,

Jack

P. S.—If you motor through our part of the country this summer, don't forget
to look us up.—Jack and Perk.**Jackson & Perkins Company**
Wholesale Only
Newark, New York.

T. SAKATA & CO.

Specialists

TREE SEED SHRUB

HERBST BROTHERS

42 South Street
NEW YORK**BECOME A
LANDSCAPE
ARCHITECT**Dignified, Exclusive Pro-
fession not overrun with
competitors. Crowded
with opportunity for money-
making and big fees. \$5,000 to
\$10,000 incomes attained by experts.
Easy to master under our correspond-
ence methods. Credentials awarded. We assist
students and graduates in getting started and
developing their businesses. Established 1916.
Write for information; it will open your eyes.
Do it today!
American Landscape School, 83, Newark, N.Y.AMERICAN NURSERYMAN should be
regularly on your desk. A business aid.
Bristling with exclusive trade news. Ab-
solutely independent. NOT OWNED BY
NURSEYMAN.IT COSTS LESS THAN 21 CENTS A
MONTH TO KEEP IN TOUCH WITH THE
TRADE THROUGH A REAL NURSERY
TRADE JOURNAL.**Advertisements are Inserted Twice a Month in American Nurseryman for Single Rate**

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IN NURSERYMEN'S INTEREST

Nurserymen are direct gainers by having available "Standardized Plant Names," the work of the American Joint Committee prominent members of which are J. Horace McFarland and Harlan P. Kelsey. In the belief that one scientific name is enough for any plant in horticultural commerce—and one common name—this representative committee donated its services in an effort to simplify the use of names of plants in use in commerce and to present authenticated lists which would tend to uniformity and consequent saving of time, annoyance and money in business transactions by avoiding misunderstanding.

After eight years of effort "Standardized Plant Names," with 40,000 citations alphabetically arranged, was issued in 1923 at the risk of the collaborators in assuming the \$8000 cost of publication. The price per copy, \$6, is not more than two-thirds of that charged usually for the technical works of less importance. The book is a working tool—a time and money saver—for every Nurseryman.

Said Mr. McFarland recently: "If the plans in connection with the new organiza-

tion, United Horticulture, prove successful, through the work of the survey committee headed by Robert Pyle, a mechanism may come into existence for registering plants in such fashion as to simplify nomenclature at its source, to the enormous advantage of commercial horticulture, and indeed horticulture in general.

"It is pleasant to report that the attitude of the botanists toward 'Standardized Plant Names' is slowly and favorably changing. Particularly the Brooklyn Botanical Garden has undertaken to suggest the book as an international authority in the absence of any other action which makes the name of any plant the same everywhere on earth, as it should be. This encouraging fact is mentioned for the information of those who have so far admirably supported a praiseworthy effort in the interest of all."

Investment Value of Nursery Stock—President William Flemer, Jr., of the A. A. N. urges the stressing before the public of the investment value of Nursery stock. Many purchases rapidly deteriorate in value; while Nursery stock constantly increases in value. This is a highly important and convincing agreement for the Nursery salesman.

Nursery Firm Buys 86 Acres

The Swain Nelson & Son's company, Glenview, Ill., has purchased from George Landeck and David Riordan eighty-six acres adjoining its present holdings at Glenview, giving it a total of 320 acres, devoted to Nursery purposes. The reported price was \$2,000 an acre. Wyatt & Coons of Glenview were brokers for both parties.

The concern was founded by Swain Nelson in 1860 and is one of the oldest if not the oldest in the landscape and Nursery business in the midwest. The founder of the firm played an important part in the planning and building of Lincoln, Garfield and Union parks. It has been located in Glenview for the last thirty-five years.

The Westminster Nursery
Westminster, Md.

Offers in carload lots or less:

CALIFORNIA PRIVET
One and two year grades
ASPARAGUS AND RHUBARB
One and two year grades
SHRUBBERY AND PERENNIALS
In excellent assortment
EVERGREENS

A large supply of Thuja Pyramidalis, also lining out stock.

Attractive prices will be quoted. Send us your want list.

NURSERY TRADE WANT ADVERTISEMENTS

Special Service for American Nurseryman Readers

Greenhouse and Landscape Business

Located in southwest portion of Chicago desires additional working capital. Wonderful location with unlimited possibilities. Good opportunity for an experienced landscape man to acquire a substantial interest in a growing organization. Will require \$6000 to \$7000 to handle. If financial statement is required, wire us at our expense and it will be mailed to you.

Address B-102, care AMERICAN NURSERYMAN, Rochester, N. Y.

YOUNG MAN WANTED

With some Nursery Experience for office work.

Shenandoah Nurseries, Lake's
SHENANDOAH, IOWA

WANTED--Landscape Architect

First class, experienced, with ability to close the deal. Must be refined gentleman, young to middle age, capable of interviewing a very wealthy clientele. Give details in first letter. Address B-100, "American Nurseryman," Rochester, N. Y.

When writing to advertisers just mention American Nurseryman.

WANTED Man who is grounded in all of the essentials necessary to not only handle a Nursery growing ornamentals, evergreens, and perennials but also a first class landscape man. For such a man we have a position which has plenty of possibilities for steady advancement. Address B-103, care American Nurseryman, Rochester, N. Y.

Wanted Immediately
EXPERIENCED TRAVELING MAN

to call on Nursery and Florist trade in East. Give experience and references. Confidential. B-98, "American Nurseryman," Rochester, N. Y.

WANTED by a landscape contracting company and nursery a landscape man with ability as a salesman and executive who would be interested in building up a future business. Salary and interest in the business. Fine opportunity for a real worker. New York and out of town office. Address Landner, "American Nurseryman," Rochester, N. Y.

WANTED SALESMAN

A real go getter. One who is a closer, with knowledge of Landscape Gardening, to sell high class Ornamental Nursery Stock. Fine opportunity for the right party. Address B-101, "American Nurseryman," Rochester, N. Y.

Chinese Elm

(ULMUS PUMILA)

If you are not growing the new Chinese Elm (ulmus pumila), here are some of the reasons why you should:

U. S. Dept. of Agriculture introduced it and endorses it highly.

Drought and alkali resistant. Very hardy. Remarkably free from disease and insect pests.

The country is speeded up to a fast pace. People want results now; they want shade for themselves, not for future generations only. Plant this remarkable tree and enjoy luxurious shade in a few short years. This tree has the qualities the planter wants, the speed of the Poplar, the grace and beauty of the Birch, and the height, majesty and durability of the American Elm.

Write us for colored, illustrated circular and prices on both seedlings and transplants.

Washington Nursery Co.
Toppenish, Wash.

MISCELLANEOUS**WANTED**

Position wanted by nursery superintendent. Have been in the nursery business since a boy. Am 45 years old. Can propagate and grow almost anything grown out of doors from Mexico to Canada. Have handled thousands of men of almost every color and creed. Can furnish as good references as any nurseryman in this country. Would guarantee my services to any reliable nursery concern. Address B-99, care American Nurseryman, Rochester, N. Y.

FOR SALE

Agency Nurseries—Have you seen the new Sales Manual "SEEDS OF SUCCESS—PART I"? It will boost your business and cut your costs. Write for free sample and prices. THE DU BOIS PRESS, HORTICULTURAL PRINTERS, ROCHESTER, N. Y.

STOCK FOR SALE

Fifty acres of leading varieties of peonies. Visit us in May. Phil Lutz Peony Farms, Boonville, Ind.

Norway Maple, 8 to 10 ft.; Norway Maple Seedlings, 18 to 24 in. Frank G. Long, New Carlisle, Ohio.

IRISES, 18 acres, complete collection, since 1905. Trade list of 130 varieties now ready. FARR NURSERY CO., WEISER PARK, PA.

Pink and White Flowering dogwood; Norway, Silver, Sugar and Sycamore maples; European and American planes (all sizes); American linden; Pyramidal, American and Globe arborvitas; Retinospora Plumosa; Squarrosa; Juniper Savin, Pfitzer, Stricta; Rhododendrons in three varieties; Tree and Old English boxwood. We will commence shipping box in August. Will make attractive prices now on orders booked for this fall or next spring delivery. E. W. Jones Nursery, Woodlawn, Va.

Say you saw it in "American Nurseryman"

LESS THAN FIVE CENTS A WEEK—

AMERICAN NURSERYMAN

Chief Exponent of the Nursery Trade

Issued 1st and 15th of each month. The National Journal of Commercial Horticulture. National and international circulation. Reaching every State in the Union. Mailing lists total upward of 5000 Nursery concerns. Subscription: \$2.50 per year; three years for \$6.00. Advertisements: \$2.80 per column-wide inch, covering insertion twice a month.

CONNECTICUT VALLEY L. O. S.

SPECIALIZING IN
Clematis Paniculata
1 & 2 Yr.

Ampelopsis Veitchii
1 & 2 Yr.

Barberry Thunbergi
1 & 2 Yr.

Rosa Multiflora Japonica
Etc. Etc. Etc.

NORWAY SPRUCE
4 Yr. Trans., Grafting Size
Graded 6mm & up
READY AUGUST 15th

BIOTA ORIENTALIS
Transplants
Graded 5mm & up
READY SEPTEMBER 15TH

C. E. Wilson & Co., Inc.
MANCHESTER, CONN.



CATALOGS

Are you satisfied with your present catalog? We are producers of some of the most successful catalogs in the country. Write and get our ideas before placing your order for your 1929 catalog. Glad to send you samples without obligation.

The L. W. Ramsey Company
Advertising for Nurserymen
430 Union Bank Bldg. Davenport, Iowa

Bolling Farms Nurseries

Growers

**ORNAMENTAL SHRUBS,
BROAD LEAVED EVERGREENS,
PRIVET, VINES, POPLARS,
ARBORVITAE**
And other conifers.

Catalog and list of our offerings will be sent upon request.

Bolling, Alabama, Dept. B

JOSEPH S. MERRITT
Hydrangea Specialist
COLGATE, BALTIMORE, MD.

Humus and Leaf Mold
Write for Trade Prices
H. B. Prindle
70 E. 45th St. NEW YORK

THE NEW RED LEAVED JAPANESE BARBERRY

Berberis Thunbergi Atropurpurea

One Year Seedlings from Seed Beds for Lining Out

This splendid novelty has met with unusual popular favor. There has been an immense sale for it since its introduction, two years since and this demand promises to grow for some time to come.

We are now in position to offer **One Million One Year Old Seedlings** from seed rows absolutely true to type, for delivery fall 1928, or spring 1929 at \$5.00 per 100; \$30.00 per 1000 or in lots of 5000 or more, \$25.00 per 1000.

HENRY A. DREER, 1306 Spring Garden St., Philadelphia, Pa.



HOWARD ROSE COMPANY

HEMET, CALIFORNIA

Request

Ready Reference Booklet with New Annual Price List Available June 15th. Send Business Card or Letter Head for Copy.

Own-Root,

Field Grown,

Winter Harvested

Our Specialties

THE ROSE FARM

Incorporated
White Plains, New York

High quality, field
grown, budded **ROSES**

SPECIAL NOTICE

We want to sell you Pecans, Japan Persimmons, Roses, Fruit Trees, Shrubs and Evergreens, Cedrus Deodora, 2-3 ft. and 3-4 ft. and other kinds.

Write us for prices.

Commercial Nursery Co.
NICHOLSON BROTHERS, Proprietors.
DECHERD, TENNESSEE

Norway Spruce Black Hill Spruce Oriental Spruce

18 inches to 5 feet

We have some beautiful specimens to offer by the 100 in each variety

THE
**INDEPENDENCE NURSERIES
COMPANY**
Independence, Ohio

Learn to be a — LANDSCAPE ARCHITECT



At Home—By Mail
Big fees; pleasant healthful work; a dignified uncramped profession offering remarkable opportunities. Immediate income possible, many students more than pay for course from fees earned while studying. Experts earn \$50 to \$200 a week. The first step toward success is to—
Write Today for Details
**NATIONAL SCHOOL
OF LANDSCAPE DESIGN**
524 Equitable Bldg.
Des Moines, Iowa

When writing to advertisers just mention American Nurseryman.

PECAN TREES

CAR LOTS our specialty, but we accept orders from nurserymen for any number of trees. Also have Satsuma Orange trees.

Simpson Nursery Co.
Monticello, Fla. Established 1902

SPIREA VANHOUTTE
2-3 ft., 3-4 ft., and 4-5 ft. in quantities.
HYDRANGEA ARBORESCENS
15-34 in. and 3-5 ft.
HYDRANGEA PAN. GRAND.
15-34 in. and 2-3 ft.
BERBERIS THUNBERGII, CALIFORNIA PRIVET, and all other SHRUBS in a good assortment.

WISC. WEeping WILLOWS
6-8 ft. and 8-10 ft.
**FRUIT TREES, GRAPE VINES, and
SMALL FRUIT PLANTS**

"WEST has the BEST"

T. B. WEST & SONS
PERRY, OHIO

WATERPROOF PAPER LABELS

Red or White, Plain or Printed
Sample Free.

OHIO NURSERY CO.
Elyria, Ohio

"We Ship 'Em Quick"

HARDY SHRUBS, ROSES, PRIVETS, FRUIT TREES, GRAPE VINES and SHADE TREES. CUT LEAF WEeping BIRCH, A SPECIALTY.

Champion Nurseries
PERRY, OHIO

AMERICAN NURSERYMAN, Chief Exponent, twice a month \$2.50 per year. Three years, \$6. Canada, abroad, 50c extra per year.

NURSERY INDUSTRY UNITES FOR PROGRESSIVE ACTION

Full Publicity Campaign Details Settled—Funds To Be Provided Soon



Reading from left to right. Back row: Paul Stark, L. L. Kumlies, (acting for N. E. Averill), the Frasers, E. C. Hilborn and H. S. Welch. Front row: M. R. Cashman, Walter Hillenmeyer, A. M. Augustine, William Flemer Jr., Charles Sizemore, W. G. McKay and Paul Fortmiller.

NURSERYMEN of United States are now ready to start aggressively to win a billion dollar market and get their deserving share of the nation's business.

The picture above shows members of the executive board and directors of the market development and publicity committee of the American Association of Nurserymen in the act of placing their official signatures on the detail plan of financing and executing the Four-Year \$1,000,000 National Ad-

vertising and Merchandising Program to teach the millions the value of Nursery products.

The aims of the program have been outlined as follows:

1. To lead the general public to a better appreciation of the advantages of more fruitful and beautiful home surroundings.
2. To cause a great increase in the consumption of Nursery products.
3. To educate the Nurserymen of America to better and more aggressive mer-

chandising practices.

"We must make the people of America conscious of their home surroundings," E. G. Naeckel, manager of the advertising campaign, says. "We must convince them that people do judge them by the appearance of their grounds. We must show them the ways of more beautiful and fruitful home surroundings. We must convince them, 'It's not a home until its planted.' If we do these things we are certain greatly to increase Nursery sales."

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Huntsville Grown Shrubs and Roses

EXCELLENT GRADES
MIGHTY FINE BLOCKS

Red Flowering Dogwood Japanese Snowball
Hybrid Perpetual Roses Tea and Hybrid Tea Roses
and lots of other good things.

SEND US YOUR WANT LIST

The **Huntsville Wholesale Nurseries, Inc.,**
1872 HUNTSVILLE, ALABAMA 1928

THE MONROE NURSERY

ESTABLISHED 1847

FRUITS AND ORNAMENTALS

featuring especially

CATALPA BUNGEI

TEAS MULBERRY

LOMBARDY POPLAR

GRADED RIGHT

I. E. ILGENFRITZ' SONS CO.

Monroe, Michigan

Manufacturers of Ilgenfritz Planting Machines and Digging Plows

Bechtel's Flowering Crab Catalpa Bungei

We have some very
nice ones. Let us
quote you prices.

A. WILLIS & COMPANY

Wholesale Nurserymen

OTTAWA, KANSAS

Wayside Gardens

HARDY PERENNIAL PLANTS
EXCLUSIVELY

Write for Trade List.

THE WAYSIDE GARDENS COMPANY
MENTOR, OHIO



Order Now!

Good, well grown material is always in demand.

Place your order now and be safe.

PRINCETON NURSERIES

WM. FLEMER'S SONS, INC.

Princeton,

New Jersey

STOCKS AND SEEDLINGS

APPLE

French PEAR

CHERRY (Mahaleb and Mazzard)

PEACH

QUINCE Angers

ROSE multiflora japonica

California grown; clean and well graded. Years of
experience back of them.

If you want the best at reasonable prices write for
quotations.

W. B. CLARKE & SON

San Jose, California

A Natural Medium for Growing Roots



Roots grow more vigorously and develop a great
deal faster and throw out many more feeders in Peat
Moss than in any ordinary garden soil.

In fact Peat Moss seems to be the greatest root in-
cubator known. All kinds of tests with seeds, cuttings,
potted plants and general outdoor plantings have
proved that where Peat Moss was used, either alone or
in mixtures ranging from one quarter to one third GPM
and the balance soil, far better results were secured.

As the leaf and flower produced by a plant are in
direct proportion to its root development, you can
readily see what an important part GPM plays in pro-
ducing good plants.

Let us send you our literature telling more about
this wonderful soil conditioner, or better still let us
send you a test bale containing enough GPM to cover
16 sq. ft. one inch deep for \$1.50. You will find it
cheaper and more satisfactory than manure.

ATKINS & DURBROW, Inc. 29-A Burling Slip
New York, N. Y.



IMPORTED GRANULATED
PEAT MOSS
TORT MULL

Source of **RELIABLE** Nursery News

Is the Nursery Trade Journal

Exclusively for Nurserymen

Those who are content
with a side issue
Get side issue results

The only publication in America devoted to the Nur-
sery Trade in general as a Main Issue is the

AMERICAN NURSERYMAN

HILL'S EVERGREENS



The two views of Hill's Nursery shown on this page show where some of the items quoted below are growing.

In buying Evergreens from Hill's you are dealing with the largest growers in America, who have been growing Evergreens for 70 years. When making comparisons with other stock on the market, do not compare prices only. Be sure you are buying the best strains of Evergreens, true to name, properly root-pruned and transplanted, dug and handled under proper conditions and packed to insure safe arrival.

PINES (Continued)			
	Size	Each	Each
Scotch	6-8 "	100	1000
Scotch	8-10 "	7c	61c
		81c	71c

PSEUDOTSUGA			
Douglas Fir	4-6 "	41c	31c
Douglas Fir	10-12 "	25c	221c

TAXUS			
Japanese	4-6 "	10c	9c
Japanese	4-6 "	20c	19c
Japanese	8-10 "	40c	
Dwarf Japanese	4-6 "	20c	19c

THUJA			
American	10-12 "	10c	81c
American	12-16 "	20c	19c
American	18-24 "	25c	24c
Douglas Golden	10-12 "	20c	19c
Douglas Pyramidal	10-12 "	20c	19c
Globosa	6-8 "	14c	13c
Hovey	10-12 "	20c	19c
Little Gem	6-8 "	35c	
Pyramidal	8-10 "	15c	14c
Pyramidal	10-12 "	20c	19c
Rosenthal	4-6 "	15c	14c
Umbraculifera	6-8 "	25c	
Wareana	8-10 "	20c	19c
Woodward	8-10 "	30c	
Woodward	10-12 "	40c	

BIOTA			
Aurea nana	6-8 "	15c	14c
Bonita	6-8 "	15c	14c
Compacta	6-8 "	15c	14c
Pyramidalis	6-8 "	15c	14c

HEMLOCK			
Tsuga canadensis	4-6 "	131c	12c
Tsuga canadensis	6-8 "	161c	15c
Tsuga canadensis	10-12 "	40c	371c
Tsuga canadensis	12-18 "	50c	471c

FIRS

	Size	Each	Each
Arizona	2-4 "	10c	9c
Balsam	4-6 "	7c	6c
Balsam	6-8 "	10c	9c
Long Needled Balsam	6-8 "	10c	9c
Concolor	4-6 "	5c	4c
Concolor	6-8 "	20c	19c
Concolor	6-8 "	30c	271c
Fraser	4-6 "	7c	6c
Nikko	4-6 "	10c	9c
Veitch	4-6 "	8c	7c
Veitch	6-8 "	10c	9c

CEDAR (Cedrus)

Atlantica	2-4 "	6c	5c
Deodara	2-4 "	91c	81c
Cedar of Lebanon	2-4 "	6c	5c

JUNIPERS

Chinensis	2-4 "	5c	4c
Chinensis	4-6 "	7c	6c
Chinensis	6-8 "	81c	71c
Chinensis	10-12 "	30c	27c
Pfitzer	8-10 "	14c	13c
Pfitzer	8-10 "	25c	24c
Pfitzer	10-12 "	30c	29c
Communis	6-8 "	31c	21c
Communis	8-10 "	41c	31c
Communis dep. (Pros.)	6-8 "	71c	61c
Communis dep. (Pros.)	8-10 "	20c	171c
Golden Prostrate	8-10 "	45c	40c
Communis dep. plumosa	6-8 "	25c	
Irish	10-12 "	131c	121c
Excelsa stricta	8-10 "	30c	
Waukegan	6-8 "	20c	171c
Japonica	4-6 "	18c	17c
Japonica	8-10 "	321c	30c
Japonica sylvestris	4-6 "	15c	14c
Sabina	4-6 "	15c	14c
Sabina	8-10 "	35c	30c
Bar Harbor	4-6 "	15c	14c
Tamariscifolia	8-10 "	30c	
Von Ehron	6-8 "	20c	
Scopulorum	4-6 "	6c	5c
Scopulorum	6-8 "	8c	7c
Virginiana	6-8 "	7c	6c
Koster	8-10 "	30c	271c

PACHYSANDRA

Terminalis	6-8 "	6c	5c
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	Size	100	1000
White	4-6 "	4c	3c
White	6-8 "	41c	31c
White	8-10 "	10c	9c
White	10-12 "	25c	20c
Black Hill Spruce	4-6 "	41c	31c
Black Hill Spruce	8-10 "	10c	9c
Engelmann Spruce	4-6 "	41c	31c
Norway	4-6 "	21c	11c
Norway	6-8 "	3c	13c
Norway	6-8 "	8c	7c
Norway	8-10 "	10c	9c
Norway	8-10 "	12c	11c
Norway	10-12 "	131c	121c
Norway	12-18 "	161c	15c
Colorado Blue	4-6 "	41c	31c
Colorado Blue	8-10 "	171c	161c
Colorado Blue	10-12 "	20c	19c

PINES

Jack	8-10 "	31c	21c
Montana Uncinata	4-6 "	9c	8c
Hill Mugho	4-6 "	11c	10c
Hill Mugho	6-8 "	14c	13c
Austrian	4-6 "	4c	3c
Austrian	8-10 "	10c	9c
Ponderosa	4-6 "	3c	2c
Ponderosa	8-10 "	8c	7c
Resinosa	6-8 "	8c	7c
White	6-8 "	8c	7c
White	8-10 "	10c	9c



50 of same variety and size at 100 rate; 500 at 1000 rate. o—indicates never transplanted. Suitable for bedding out.

Each x indicates one transplanting. B&B signifies balled and burlapped.

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